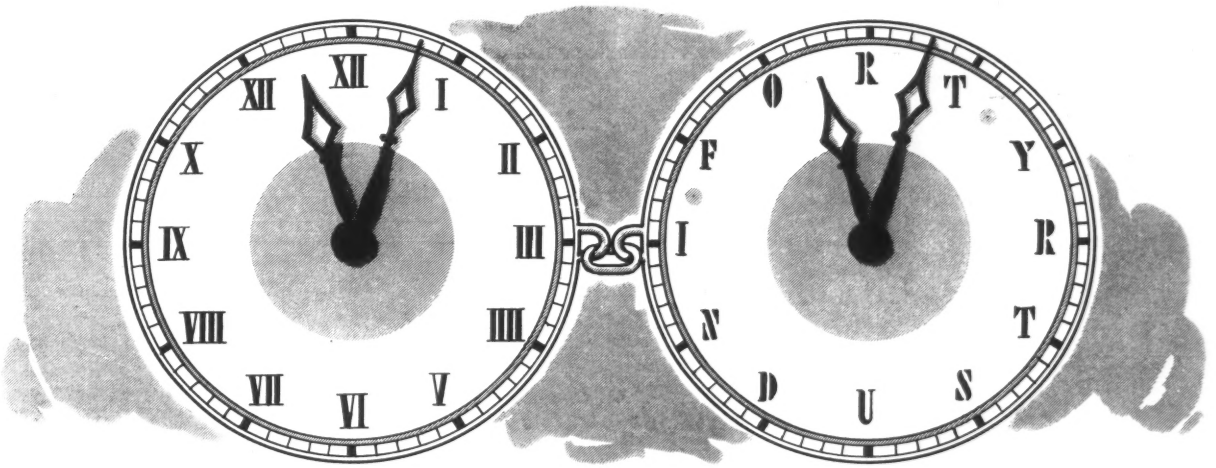
AUGUST 2, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

MORE THAN MERE TIME!



Successful radio has outgrown the sale of mere time units that crowd rate cards. Their generally unknown value has been linked to a broadcasting skill that transforms the minutes and hours of radio time into action-packed units of effective service to listeners and advertisers.

The six Fort Industry Stations are keyed by seasoned and intelligent management to a PLUS Service that makes mere radio time bow to the incessant drive of a severe taskmaster—CONSISTENT RESULTS!

There is much more than mere proof of performance behind a Fort Industry affidavit!

A FORT INDUSTRY STATION

FORT INDUSTRY STATIONS--*You Can Bank on Them!*

WWVA Wheeling, W. Va.	**WAGA** Atlanta, Ga.	**WSPD** Toledo, Ohio
WHIZ Zanesville, Ohio	**WMMN** Fairmont, West Va.	**WLOK** Lima, Ohio

"MOST MAIL I'VE SEEN COMING TO ONE PLACE SINCE I WORKED AT WLS!"

We *do* get more mail than many stations . . . probably more letters than most radio stations. Of course that makes us happy—as it does advertisers. For instance, we used 100 announcements in one month to offer listeners an invasion map of Europe for a dime . . . and *we received 50,000 requests!* This is only one of many success stories, one example to bear out our slogan: *WLS Gets Results.* We can show lots of further evidence. Just ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

A MESSAGE TO EVERY STATION MANAGER WHO WANTS TO INCREASE HIS BILLING

SESAC OFFERS STATIONS SIX PROVEN SALES PLANS PLUS THE ASSISTANCE OF THE SESAC STATION RELATIONS STAFF WITHOUT CHARGE

HERE are six sales ideas that have been originated and profitably used by stations throughout the country. Each plan is simple, applicable to any size station, clear channel, regional or local. In each case, where one of the plans has been used, *increased revenue has resulted.*

HERE is what some of the station managers say about these plans:

"For a long time I have been wanting to tell you what a swell job you are doing. I think it is grand of your organization to give stations so much of your time, thought, money and energy,"—Gen. Mgr. Regional Network.

"Your representative's visit was the first occasion that we have had anyone from a music licensing organization call on us with so many helpful ideas and an attempt to be of service to us as broadcasters."—Station Owner.

"Your representative's two-day visit and his assistance to our sales staff were very productive and greatly appreciated."—Station Mgr.

"My sincere appreciation for the efforts you put forth in our behalf this week. Sears Roebuck just called back to reserve the maximum number of periods."—Station Owner.

WHY DOES SESAC MAKE THIS OFFER? Because Sesac is a service organization—serving the broadcasting industry. Our station relations staff all have thorough broadcasting experience and personally call on every radio station throughout the year to assist station executives with their programs, sales and operating problems. These revenue producing ideas and assistance are offered to all broadcasters as *another Sesac service* to the industry. Get complete details on the six plans from your Sesac station relations representative, or write or wire: Sesac Program Service Dept.

SESAC

THE BEST MUSIC SESAC IN AMERICA

113 West 42nd St. New York 18, N. Y.

THE BEST MUSIC SESAC IN AMERICA

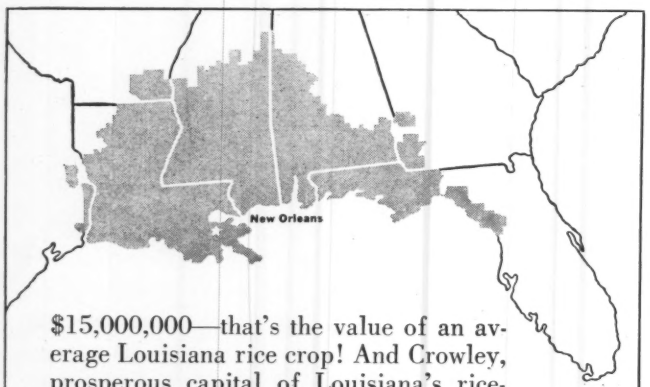
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

America's Rice Granary

— AROUND CROWLEY, LOUISIANA —

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



$15,000,000—that's the value of an average Louisiana rice crop! And Crowley, prosperous capital of Louisiana's riceland, represents still another Deep South market, completely covered by WWL. NOT JUST EVERY RADIO in New Orleans, or Louisiana, but *every radio in the Deep South* can bring home a WWL sales message! For hundreds of miles, no other station is even *half* as powerful!

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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KOIL is the most economical buy in OMAHA

KFAB is a must - For Outstate Nebraska

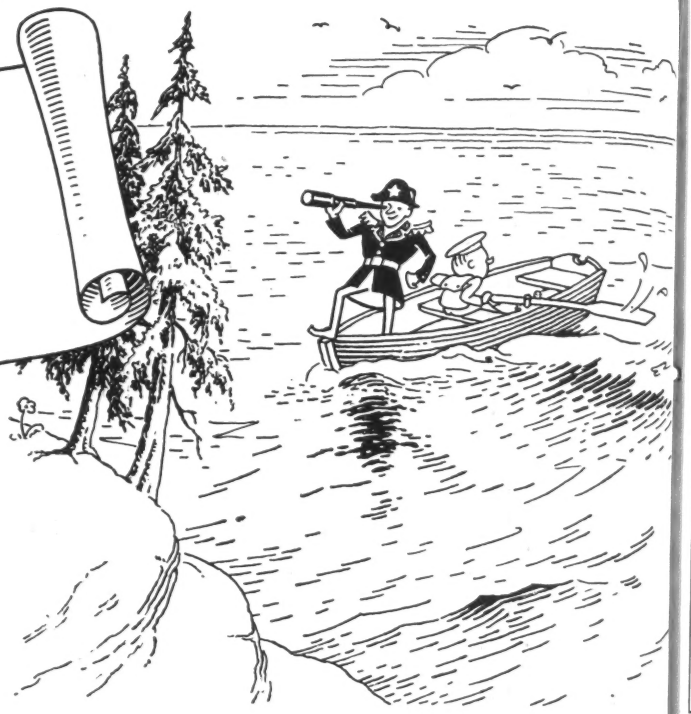
HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENN.

Several WSM advertisers who usually suspend their programs during the summer are continuing their schedules right through this year.

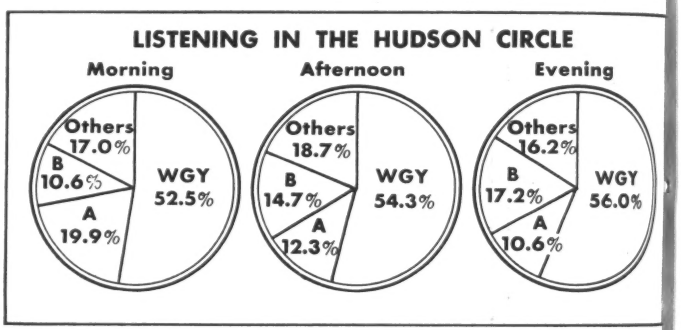
This is just MORE proof that with new industries and a growing population the booming Southern market has more money to spend now than ever before.

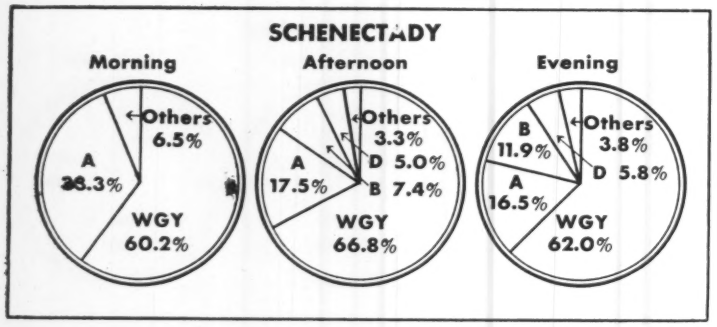
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

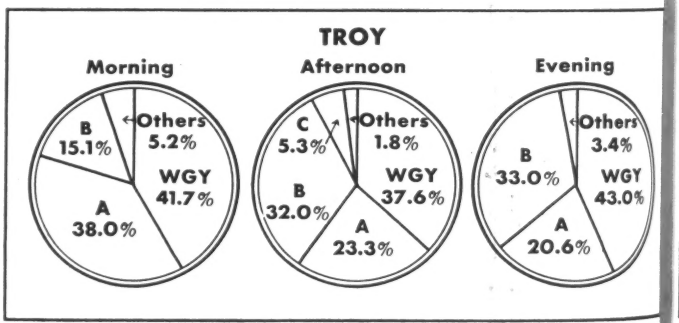
EXPLORING with CROSSLEY

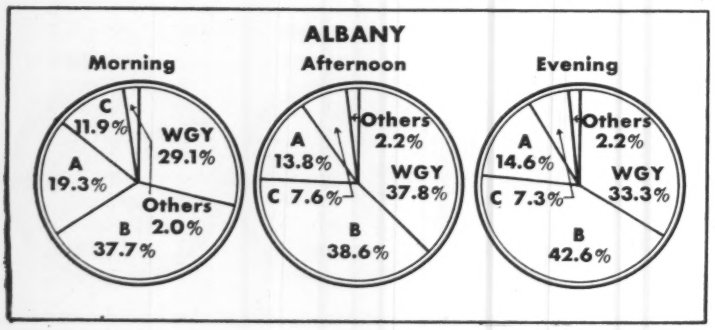


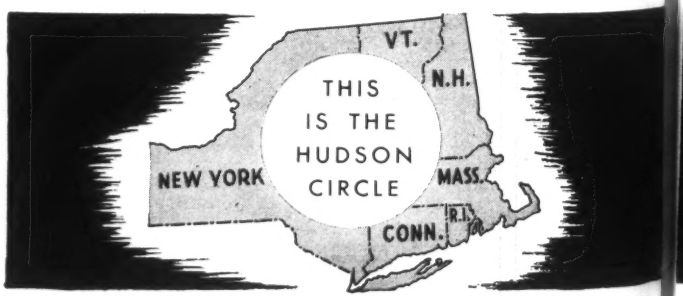
UNTIL Mr. Crossley came onto the scene some weeks ago, there was no complete statistical record of the listening habits of the radio families within the "Hudson Circle"—that prosperous, multi-citied region in Eastern New York and Western New England. At WGY's request Mr. Crossley explored the region exhaustively, both in space (all the important cities) and time (around the clock). For a complete account of his adventures, write to WGY, Schenectady, N. Y. and ask for a copy of "Exploring with Crossley."

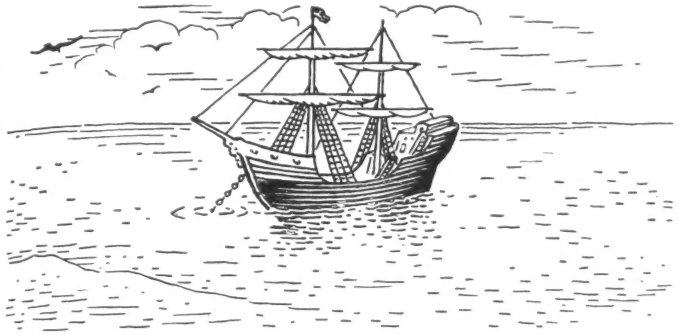












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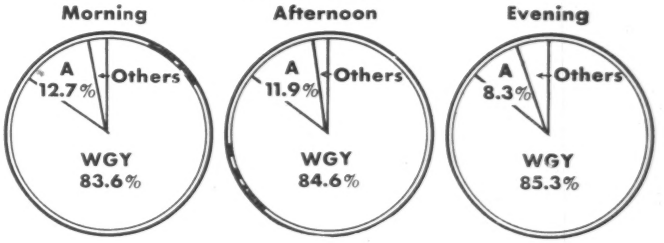

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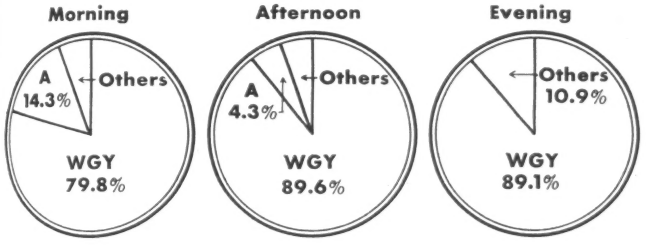

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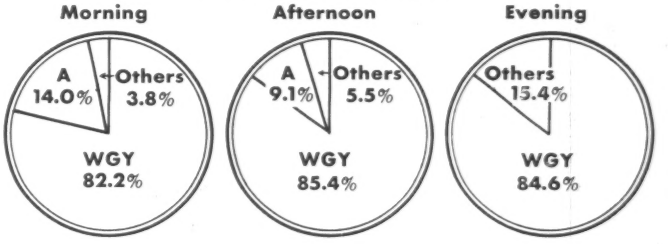

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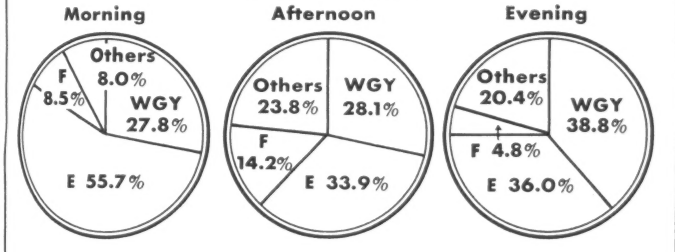
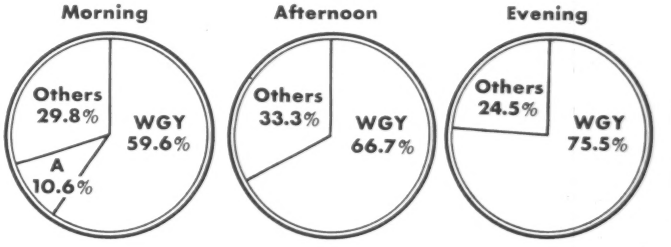
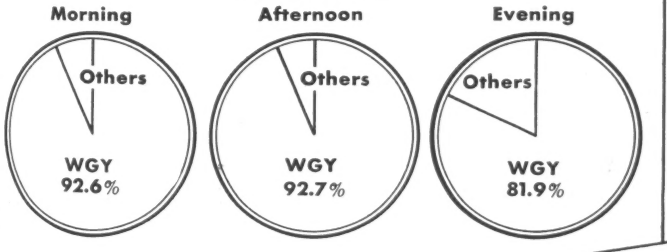


HUDSON



GLENS FALLS



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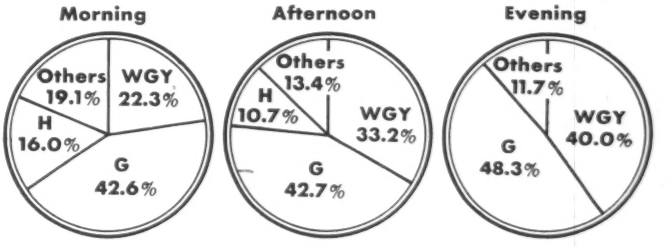


GENERAL ELECTRIC

WGY

SCHENECTADY, N. Y.

WGY-124

50,000 WATTS · NBC · 21st YEAR OF SERVICE

Represented Nationally by
NBC Spot Sales

The Human Ear Learns Quickly!

The first time your ear ever heard somebody say *Guadalcanal,* you probably got nothing whatsoever out of it. But now you not only "get" it instantly, but your mind also flashes up a picture of jungles, gunfire and conquest.

Pardon us for being elementary, but it's the same way with Sonovox. The first time you hear a *talking* locomotive, or a *singing* violin, or whatever, your ear says "Thanks, but I guess we've not been introduced." You may not recognize the voice, or even understand the words. Okay—it was probably the same way when you first met your wife! But look how it is *now!*

Seriously—some advertisers have turned down perfectly swell Sonovox ideas because their ears didn't "get" the first audition—and then these same ideas have produced beautifully, later, for other advertisers. . . . We just thought we'd tell you about that, and point out that *the human ear learns quickly!*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *247 Park Ave.* Plaza 5-4131 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *1512 N. Gordon* Gladstone 5949 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

XUM

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 5 WASHINGTON, D. C., AUGUST 2, 1943 $5.00 A YEAR—15c A COPY

Noble Buys Blue for 8 Millions in Cash

3 Outlets Included; Fly's Blessing Given Deal

SALE OF the Blue Network Co., to Edward J. Noble, owner of WMCA, New York, and chairman of Life Savers Corp., and former Undersecretary of Commerce, for $8,000,000 cash, subject to necessary approvals, was announced last Friday, July 30, by David Sarnoff, RCA president, as owner of the network.

Mr. Noble, it was stated, has agreed to sell WMCA as soon as a purchaser can be found, thus eliminating the only forseeable barrier to the transaction. Assurances were given that Mark Woods, BLUE president, would remain operating head of the network, and that the entire staff would be retained. Mr. Noble paid $850,000 cash for WMCA in January, 1941, and will sell the station to conform with FCC requirements regarding multiple ownership of stations in the same community.

Closed Circuit Talk

Affiliates of the BLUE were told about the transaction in a closed circuit talk late Friday afternoon. Mr. Woods told the station heads about Mr. Noble, and the new owner in turn told of his plans as a practical business and advertising man, to make the BLUE preeminent in its field.

In announcing the transaction, Mr. Sarnoff said the move comes a year-and-a-half after the BLUE was organized as a separate entity in conformity with the new regulations of the FCC relating to ownership of more than one network by any single organization. RCA, he explained, remains the owner of NBC, which "will continue to operate the Red network."

The new ownership was said to be effective immediately, with the applications for the transfer of the three Blue-owned stations now being prepared. The transaction, of course, was viewed as contingent upon approval of these transfers, considered likely.

NEW OWNER

EDWARD J. NOBLE

FCC Chairman James Lawrence Fly, in New York last Friday when he conferred with Messrs. Sarnoff and Noble, described the sale as "a significant example of industry and Government cooperation." He pointed out it was in accordance with "Government policy and at the same time Government never placed any immediate requirement on the company to make a sale. They have taken their time and made an orderly disposition of the properties, and I am hopeful that the result will be constructive for all concerned."

Mr. Woods, in his closed circuit talk introducing Mr. Noble as the new BLUE owner, pointed out that as first chairman of the Civil Aeronautics Authority and as president of the board of trustees of St. Lawrence U., Mr. Noble "is imbued with the fundamental concept of public service. He represents the type of forward-looking man that assures the continued operation of the BLUE Network in the public interest."

Spiking reports that immediately cropped up in New York, Edwin L. James, managing editor of the *New York Times*, said "the *Times* is neither buying nor bidding for WMCA."

The FCC legally will not pass upon sales of the BLUE itself, since networks are not licensed. But it will be called upon to approve the transfers of WJZ, New York; KGO, San Francisco, and WENR, Chicago, owned by the BLUE, and which would change hands.

McGraw Withdrew

The contract with Mr. Noble represented an 11th hour modification. The original proposal, it was reported, made orally and presumably accepted by RCA, represented a joint purchase plan by James H. McGraw Jr., president of McGraw-Hill Publishing Co., and Mr. Noble. Mr. McGraw's association with the publishing business, which, it was felt might fall within the purview of the FCC's pending order on newspaper ownership, was believed to be the primary factor in eliminating his participation. Mr. Woods reported that affiliate reaction was favorable.

Mr. Fly's presence in New York Friday was linked with the decision to eliminate the McGraw participation.

A hearing before the FCC on the station transfers was seen possible in some quarters because of the

(*Continued on page 52*)

Miller Remains as President of NAB

But Board Paves Way For His Successor; Lewis Praised

SUCCESSFULLY resisting the third effort in the last year to force a change in industry leadership, Neville Miller was continued as NAB president with full powers by action of the board of directors at an extraordinary meeting in Chicago last Friday called by petition of the members of the legislative committee also serving on the board.

Lewis Not Candidate

The board's action, however, paved the way for nomination of a new president prior to the expiration of Mr. Miller's term July 1, 1944. William B. Lewis, former CBS vice-president and until recently OWI assistant director, had been proposed as Mr. Miller's successor, but the day before the board meeting withdrew his name from consideration on the ground that the industry's greatest need is for "unity of purpose and action".

The board adopted a resolution asserting that the purpose of the meeting was "misrepresented to some sections of the industry as bearing on the termination of the contract of the incumbent as president before the termination thereof." It stated the board "emphatically declares" this was not the purpose of the meeting and it "did not form any part of its deliberation."

Tribute was paid Mr. Lewis in another resolution. The board said it sincerely desired to consider him for the post but since Mr. Lewis found it necessary to withdraw his name (in a telegram to Don S. Elias, WWNC, Asheville, N. C., leader of the group espousing his candidacy) it expressed its regret that "extenuating circumstances intervened to preclude Mr. Lewis' availability".

Under another resolution, the board named a nominating committee of six of its membership, instructed to present to the board recommendations for presidency of the NAB upon expiration of Mr. Miller's contract. The committee is to report at its next regular board meeting, or a special meeting called for that purpose. Named as members of this committee were Mr. Elias; G. Richard Shafto, WIS, Columbia, S. C.; John J. Gillin Jr., WOW, Omaha; J. O. Maland,

(*Continued on page 48*)

Candy Time Looks Up as Sugar Eases

Business Depending On Ingredient Supply Situation

CANDY ADVERTISING is holding up well despite restricted supplies of sugar and other ingredient materials, and may be prime for an increase as sugar and shipping prospects improve. Some foundation for such a prediction can be found in the report that the sugar supply outlook is the best it has been in months, with the strong possibility that September-October quotas for industrial users will be increased from the current 70% level.

On the other hand, sugar may have to pinch-hit for decreased supplies of corn syrup and dextrose, important candy ingredients likely to be rationed due to the corn shortage.

Summing up, if the ingredient picture improves, it is a virtual certainty that candy advertising will increase materially, just as coffee advertising jumped when the supply increased.

N. Y. Agency Reports

Heading the list of candy industry sponsors, The Council on Candy as Food in the War Effort, cooperating with the National Confectioners Assn., has renewed its NBC program, *Washington Reports on Rationing*, effective Aug. 15. Ernest K. Lindley, Washington chief for *Newsweek*, is the commentator on the Sunday program (3 p.m. EWT) over 48 stations. Many prominent Government officials have made guest appearances.

A check of New York advertising agencies shows that whereas a few candy brands stepped up advertising during the year, most companies maintained the previous level of appropriations.

Sweets Co., New York, makers of Tootsie Rolls, is among those which have expanded during the first year of sugar rationing. After using limited spot radio for a number of years, the firm entered network radio last March with *Captain Marvel*, children's serial, on the BLUE, later shifting to *Dick Tracy*.

Sweets Co. will introduce a new product, Tootsie V-M, with a radio test campaign in Connecticut. Product is described as a milk fortifier, containing various diet supplements including several vitamins and malt, and having a flavor similar to the Tootsie Roll candy. To promote Tootsie V-M, Sweets Co., in resuming in the fall sponsorship of *Dick Tracy* on the BLUE, Monday, Wednesday and Friday, 5:15-5:30 p.m. for Tootsie Rolls, will add Tuesday and Thursday programs, using only Connecticut stations carrying the program.

Also in March of this year, Charms Candy Co., Bloomfield, N. J., started a spot campaign for Tastyeast Candy Bar on two stations, later adding four in New York. No further expansion is indicated at present.

One of the largest spot advertisers in the candy field, American Chicle Co., L. I. City, is continuing unabated its schedule of announcements for chicklets on between 150 and 155 stations throughout the country. Peter Paul Inc., Naugatuck, Conn., is likewise continuing present schedules, which include spot announcements in 20-30 major markets, and sponsorship of a thrice-weekly five-minute news period on the CBS Pacific Coast Network. Paul products include Walnettos, Mounds, and Charcoal Gum.

Fanny Farmer Candy Shop's spot campaign started towards the end of last year, remains unchanged. Schedule includes participations on the New England Regional Network and on 12 additional stations.

Returning to the BLUE with double the network formerly used, D. L. Clark Co., Pittsburgh, started the news program *Where Do We Stand* on 110 BLUE stations last February, and renewed the series in May.

Midwest Picture

While some Midwest candy manufacturers have radio plans for the future, "when production difficulties from shortages in manpower and ingredients" are overcome, others are expanding their present time. Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey), is now sponsoring two weekly quarter-hour programs, *Curt Massey & Co.*, on 18 NBC stations, scheduled to begin Saturday, July 24, and a quarter-hour drama program, *Coronet Little Show*, heard Sundays on 45 CBS stations from 1:45-2 p.m., which started July 11. Stations carrying the latter program, which originates out of WBBM, Chicago, will be KVOR KLZ WTOP WGST WROW WBBM KRNT WHAS WWL KWKH WABI WGAN WEEI WLAW WMAS WJR WCCO KMBC KMOX WKNE WOKO WKBW WABC WFBL WBT WLW KOMA WHP WJAS WCSC WSPA WNAX KRLD KTRH KTSA KSL WCAX WRVA WISN KFH KTUL KLRA. Agency is Schwimmer & Scott, Chicago.

Curtiss Candy Co., Chicago, at present has a network program and two local shows on the air, all placed through C. L. Miller Adv. Co., Chicago. On 114 CBS stations Curtiss sponsors a five-minute news program (Butterfingers) at 12-12:05 p.m., Sat.-Sun., originating out of WABC, New York; on WGN, Chicago, Curtiss sponsors *Greetings From Your Boy*, (Baby Ruth) a weekly service camp letter program, heard Sundays at 11-11:25 a.m.; and on KMBC, Kansas City, Mo., Curtiss (Butterfingers) sponsors five-minute announcements on Tues.-Thurs.-Sat.

Bunte Brothers, Chicago (Tango, MI Choice, hard candies), began a campaign over 19 NBC stations June 6, *World Front*, which in view of shortages is devoting most of its copy to promoting the war effort. Heard at 12 noon, Sundays, it is carried by the following NBC stations: WMAQ WWJ WTAM WSPD WAVE WIRE KSD WDAF WOW WHO WSAM WGL WLW WSMB WROL KANS KVOO KOA and KSTP. Agency is Presba, Fellers & Presba, Chicago.

Mars, Inc., Chicago (Milky Way), sponsors a half-hour program, *Fountain of Fun*, over WLW, Cincinnati, at 6-6:30 p.m. Sundays. Agency is Grant Adv., Chicago.

Oh Henry Dramas

Williamson Candy Co., Chicago (Oh Henry), sponsors *Famous Jury Trials*, now in its third year, on 71 BLUE stations. Originating out of New York, it is heard from 9 to 9:30 p.m. Tuesdays. Agency is Aubrey, Moore & Wallace, Chicago. Peter & Paul, Inc., Chicago (Mounds), sponsors three quarter-hour news shows at 5:45 to 6 p.m. on WMAQ, Chicago. Agency is Platt-Forbes, New York.

While many candy sponsors see the need to continue institutional advertising and also are using scheduled time for war effort copy, others have not decided on further air time until supplies of corn syrup and powdered milk, as well as manpower, are available to them.

New York FCC Probe Slated With Dual Sessions Likely

'Gestapo' Tactics Used by FCC in Foreign Language Field to Be Probed by House Committee

WITH THE scheduled opening of hearings in New York Tuesday (Aug. 3) on the so-called "Gestapo" activities of the FCC in the foreign language station field, reports were current that the House select committee investigating the FCC shortly would hold hearings on two fronts simultaneously.

The Washington hearings have been recessed until Aug. 9 and if the New York sessions are not completed by that time, the two-man subcommittee will continue that phase of the inquisition. Chairman Cox (D-Ga.), Rep. Miller (R-Mo.), and possibly Rep. Magnuson (D-Wash.), who has been absent since the initial hearing July 2, will sit at the Washington proceedings.

The New York hearings before Reps. Hart (D-N. J.), chairman, and Wigglesworth (R-Mass.) have been called for 10 a.m. at the Federal Bldg., Foley Square, in Room 110.

Sensational developments were predicted at the New York inquiry, which will cover alleged use of improper tactics by the FCC in the regulation of a number of stations in New York handling foreign language programs. Emphasis, it is reported, will be on Italian language stations and on purported hiring and firing of announcers and "commentators" at the direction of Government authorities in Washington, including the FCC and the OWI foreign language branch. Stations named by Mr. Garey were WBNX, WOV and WHOM.

A clash of jurisdiction between the U. S. Office of Censorship and the other Government agencies is expected to be bared. Circumstances surrounding alleged use of violence in certain instances also may be revealed. Eugene L. Garey, general counsel of the committee, reported that some 100 persons, including station owners, managers and foreign language commentators are on the list of scheduled witnesses.

Mr. Garey will conduct the examination. His chief assistant will be Ambrose V. McCall, a member of his staff, who will carry on if Mr. Garey returns to Washington for the main proceedings.

Italian Incident

Evidently tying directly into one aspect of the "Gestapo" inquiry were published reports last Thursday that a Congressional source authorized release of a report on purported Communistic penetration in the OWI. This dealt primarily with the OWI broadcast in which King Victor Emmanuel of Italy was called a "moron" and Marshal Badoglio a "Fascist". President Roosevelt earlier had repudiated the broadcast and OWI was severely taken to task.

The report, prepared for a Congressional committee, dealt largely with the foreign language section of OWI, which allegedly indicated Communistic party line leanings. Mentioned specifically were Alan Cranston, chief of the foreign division; Lee Falk, radio specialist, and David Karr. The latter two were said to have attempted to compel Italian-Americans to ad-

(Continued on page 59)

Statistical Static and Advertising Media

Recent Coverage Comparisons Found To Be Replete with Faulty Data

By CHARLES B. BROWN

Director of Advertising & Promotion
National Broadcasting Co.

MEN WHO know their data best were upset at a recent set of arguments advanced in 'Editor & Publisher' on behalf of the selling power of newspapers. Titled 'Are Daily Newspapers Today the Third-Rate Medium?' an article by Wm. J. Swagerman set out to show that money spent on newspapers could do a much more effective job than money spent on radio. All-out war is under way in the advertising field, the article stated. Because radio came out second best in some of the claims made in the article, 'Broadcasting' asked Mr. Brown, a recognized expert in the media field, to tell the other side.

A GROUP of men were climbing a rugged mountain peak out West; coming to a puffing halt, they sat down for a rest and that second wind necessary for the last and steepest leg in a long morning's effort. Around the bend up ahead they noticed three men descending, and as they approached, one of the party in the group going up asked:

"How far is it to the top?"

"Five hose lengths," replied one of the three.

"What do you mean, hose lengths?" asked the first man.

"Well," said the other, "we're firemen and we measure in hose lengths."

Unknown Quantity

By this time they had made the next turn and disappeared from sight leaving behind what Elizabeth Drew, the critic, has described as ". . . words without communication". Since no one in the first party knew the number of feet in a hose length, the distance to the top of the peak was still an unknown quantity.

Measurements of advertising values quite often suffer from this kind of semantic confusion. Competitive enthusiasm seems to bring about an intensity of subjective analysis which blinds the individual to objective reality. While in this state, apples look like oranges because both are round, and decimal points, like flyspecks, are dropped wherever they chance to fall. Flies, we presume, get some relief, but the same cannot be said for the readers of such comparisons.

Several statements recently given wide circulation are typical of the dangers inherent in comparisons of one medium with another when actually both differ completely in their method of idea communication, yet are measured with a mathematical scale, which in itself, does not have measurements common to the objects to be measured. However, let us examine one or two specific statements in mind:

With a grand total of 18,595,460 circulation (based on ABC reports of March, 1942), the daily papers proposed for inclusion in the NNO [National Newspaper Organization] plan will afford an over-all coverage of 60% of the 30,000,000 family units of the entire country!

No radio network, no group of radio stations, can furnish such penetration or market coverage. In fact, all radio stations combined cannot do so. Surveys of radio listening indicate that in the best listening months of the year, morning or evening, *all* radio stations fail to reach *most of the market*. According to a CAB report, covering listening by months for the year 1940, January and February were the peak listening months for both day and evening programs. In those months, a high average of 19.9% of sets were tuned in to *morning* programs, while a high average of 34.5% of sets were tuned to *evening* programs. Thus, all radio stations miss 80% of the homes in the morning, and 64.5% of the homes in the evening.

Here we find a number of interesting fallacies. Radio ownership is 92% of all urban, and 82.8% of all homes, against the 60% distribution for the newspaper group in question. But the comparison above is drawn between the *over-all coverage* figures for the NNO papers (60%) and the *average* of radio *sets-in-use* figures for half-hour periods, morning and evening. If we compare the over-all newspaper coverage figure of 60% with similar figures for radio; namely, figures representing sets-in-use at some time during broad periods of the day, we find a quite different picture.

*Sets-in-Use—Any Radio—Total U. S.**

Annual Average 1938-1939	*Mon.-Fri. Average*	*Full Week*
Morning (6 a.m.-12 noon)	50.3	48.3
Evening (6 p.m.-mid.)	76.4	75.1
All Day (6 a.m.-mid.)	84.4	83.7
Winter 1938-1939		
Morning (6 a.m.-12 noon)	53.1	51.2
Evening (6 p.m.-mid.)	82.9	82.0
All Day (6 a.m.-mid.)	88.2	87.8

* Source: NAB-CBS-NBC Urban Study, 1938-1939.

And since we are talking of actual usage, let us not forget that each one of these radios was actually turned on at some time; thus even here we limit radio to actual use while counting newspaper circulation as total delivered, but not checked as papers actually opened or in use.

Another Example

Let us examine still another typical statement:

Take, for example, the case of a grocery product advertiser who used a network of 57 stations to promote a low-priced staple. His program ran for 15 minutes each evening, five days a week. His program was "rated" at less than 10% for January-February 1942. He spent nearly $1,250,000 for *time* alone; another $400,000 for talent. Twenty-three states were represented in the network used, with a total count of 18,556,000 radio homes.

On the basis of its *time cost* only, this particular program offers the following comparison of values as between radio and newspapers. Assuming its rating to be 10% (which is actually higher than it was), and contrasting the effectiveness of radio with that of one daily paper in each of the 57 markets of the network, we have the following:

	Radio	*Newspapers*
Time and Space	65 hours	80,830 lines
Unit	¼ hour	325 lines
Frequency	5 ti. w'kly	5 ins. w'kly
Rat.ng & Coverage	10%	60%
Aver. Audience	1,855,600	10,582,938
Weekly Impressions	9,278,000	52,814,000
Yearly Impressions	482,456,000	2,746,328,000

For his time investment alone, this advertiser could have been by long odds the most important single product advertiser in the newspapers of America. His 80,000-line schedule would have been the largest grocery product campaign ever to appear in newspapers. He could have obtained market saturation through newspapers instead of 10% coverage through radio. He could have enjoyed over *two billion* additional advertising impressions through newspapers in contrast with radio.

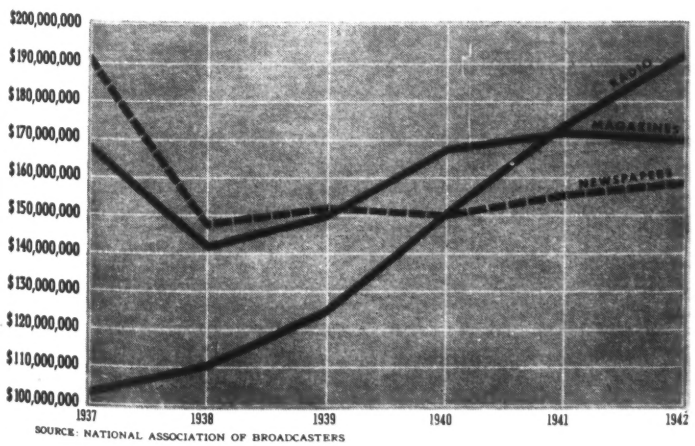
The statement then contrasts the effectiveness of radio and newspaper advertising. The writer assumes that if this same advertiser had placed a 325-line advertisement in each of 57 daily newspapers, five days a week, and assuming 60% newspaper coverage of these 18,556,000 radio homes, the newspaper advertising schedule would result in 52,814,000 impressions per week, or 2,746,328,000 per year—or an advantage of two billion impressions per year over radio!

Obvious Fallacy

The fallacy in this last statement is again that of measuring 10% actual radio use with 60% coverage of newspapers. This figure, of course, in no way represents readership of a specific advertisement. Newspaper advertising *readership* figures, which are most nearly comparable to the radio *listening* percentage or rating, run a good deal lower than 60%. As a matter of fact, according to figures of the Advertising Research Foundation, the median readership of a 325-line food advertisement is

(*Continued on page 26*)

NATIONAL ADVERTISERS PREFER RADIO



SOURCE: NATIONAL ASSOCIATION OF BROADCASTERS

MR. BROWN

Summer Good, Fall Net Prospects Bright

Most Big Programs Will Come Back On the Air

PREDICTIONS made at the end of last year by leading radio executives that "radio is destined to hold its own as a medium during the second year of war" are certainly proving true, according to a survey by BROADCASTING of summer programs currently sponsored on the networks in the evening hours as well as an overall outlook on the network picture for this fall and winter.

When the few network advertisers who took advantage of summer hiatus periods this summer return to the air in September and October, along with the new fall shows, which have been gradually taking shape the past few weeks, there will be little choice evening time open to late buyers, a large group of whom already are on waiting lists for time on NBC and CBS. This optimistic outlook for the major networks follows out the current and future boom in spot radio, surveyed in BROADCASTING, July 19.

NBC Evenings Full

Evening hours after 7 p.m. on NBC are already sold solid through 11 p.m. across the board, except for a few quarter-hours between 7-8 p.m., the quarter-hour 10:45-11 p.m. Friday nights, and Saturday 7-7:30 p.m. Because of this situation, NBC so far has no new shows scheduled to start in the fall. Its regular programs, which have had substitutes this summer, returning as usual, include *Information Please, Fibber McGee & Molly, Bob Hope, Red Skelton, Eddie Cantor, The Aldrich Family, Tommy Riggs & Betty Lou* (unless Riggs is drafted), *Abie's Irish Rose, Truth Or Consequences, The Great Gildersleeve, Jack Benny,* and *Edgar Bergen-Charlie McCarthy.*

CBS is sold solid Monday through Sunday between 8 and 10 p.m., and the majority of its 7-8, and 10-11 p.m. time is taken as well. The network recently sold its sustaining program *Report to the Nation,* heard Tuesdays 9:30-10 p.m., to a group of Electric Companies, and R. J. Reynolds Tobacco Co. is keeping its option on the Saturday 7:30-8 p.m. spot, which *Thanks to the Yanks* occupied before its shift to Saturdays at 10 p.m.

BLUE Bookings

Elgin Watch Co. will again sponsor *The Man Behind the Gun* series this fall, CBS having presented the program on a sustaining basis this summer, 7-7:30 p.m. Saturday. Kate Smith will resume her Friday evening spot for General Foods Corp., and Texas Co. is expected back on the air Sunday evenings, although it is practically definite that Fred Allen will not be on the show until later in the year, due to his health.

With three new evening programs starting in September on the BLUE and a fourth in August, that network is gradually filling in its evening time to a solid booking. Aug. 14, O'Sullivan Rubber Co. starts Leon Henderson in the Saturday, 6:45-7 p.m. period, while Sept. 4, RCA will start its full hour *What's New?* program on the full BLUE network, and F. W. Fitch Co. has contracted for Wednesday 9-9:30 p.m., starting Sept. 8.

Adam Hat Stores has signed for 8:15-8:30 p.m. Sunday nights, effective Sept. 12, and Dorothy Thompson will be resumed early in September by Trimount Clothing Co. Sundays 7:15-7:30 p.m. Other shows now being lined up for the BLUE will be sponsored by Dell Publishing Co., Friday, 8:30-9 p.m., and Revlon Products Corp., Thursday, 10:30-11 p.m.

Turning to Mutual, the fall outlook is very similar to that on the BLUE, wth MBS announcing in the past several weeks the following new fall shows: Gracie Fields for American Cigarette & Cigar Co., Oct. 11, Monday through Friday, 9:15-9:30 p.m.; Employers' Group, *Cedric Foster,* Aug. 6, Friday 10-10:15 p.m.; Frank W. Lee Hats, *Dale Carnegie,* mid-August, Thursday, 10:15-10:30 p.m., and Jones & Laughlin Steel Co. considering a series as a result of one-time shots on the network. Campana Sales Co. has announced that it is resuming its *First Nighter* program on Mutual Nov. 7, Sunday, 6-6:30 p.m.

Hours May Resume?

Although the rumor has been denied by the agencies involved, it has been reported several times in the last week or so that some of the half-hour programs which were formerly an hour in length may return to that status this fall.

Mentioned were *Kate Smith, Major Bowes* and the *Chase & Sanborn Show,* but in each case the ensuing half-hours are already filled with commercial shows, which would entail complicated juggling of schedules by CBS and NBC, a near impossibility considering the present "tightness" of their evening availabilities.

In connection with this rumor, it is interesting to note that in January, 1942, there were 10 hour shows on CBS, NBC and the BLUE, a total which has dropped to three as of the present writing—not including the new RCA program, starting in September on the BLUE. Present hour programs are Kay Kyser (NBC), *Lux Radio Theatre* (CBS) and the *Good Will Hour* (BLUE).

Oldest

KRBA's candidate for one of the oldest lady commentators is Rose A. Fraser, M.D., aged 83. As economist of the Lufkin, Tex., station, Dr. Fraser broadcasts two morning programs each week.

DON IOSET LEAVES FT. INDUSTRY JOB

AFTER TEN YEARS identification with The Fort Industry Co., Don Ioset, former managing director of WAGA Atlanta, has resigned, effective Aug. 1.

During the decade, he managed three of Fort Industry's six stations, not simultaneously, but soon after each was acquired by the company. Those under his management were; old WALR of Zanesville, Ohio, now carrying call letters WHIZ; WLOK Lima, Ohio, and WAGA Atlanta, Ga.

Mr. Ioset was relieved of the management of WAGA in Nov., 1942, when he was given an assignment to follow through on certain Cuban matters for the company. He made two trips to Cuba in that activity, the latter visit necessitating his staying in that country for three months, and returning to the United States in July of this year.

Prior to association with the Fort Industry Co., Mr. Ioset was director of advertising for firms in Toledo and Buffalo; and was a sales manager for firms in Cincinnati and Buffalo. Previous to that activity he operated his own advertising agency.

He has not announced his immediate plans but indicates he will continue in radio broadcasting, perhaps acquiring a small interest in some station.

BOB HOPE PRAISED

Deserves Recognition, Says Steinbeck Article

ACCORDING to an article in the *New York Herald Tribune* by John Steinbeck, Comedian Bob Hope deserves recognition for his service in the war effort.

Mr. Steinbeck says Hope has become a symbol to servicemen and must live a symbolic life. He has become a symbol by bringing cheer and laughter to all who need it. According to the Steinbeck article, laughter is a good medicine for the wounded men.

Mr. Hope is on the go continually, says Mr. Steinbeck, and does as many as four or five shows a day at a post, as well as preparing new shows while rushing on to the next post. The man simply will not tire out.

High war department officials may come and go—practically unnoticed—but the appearance of Bob Hope is long anticipated and still longer remembered—with a smile—by servicemen everywhere.

FIRST AMERICAN FAMILY with father, mother and son as commissioned officers is a radio family—the Reillys of Phoenix, Ariz. [BROADCASTING, Nov. 2, 1942]. Pinning second lieutenant's bars on her son, Lt. John A. Reilly Jr., is Capt. Lillian W. Reilly, WAC. Capt. John A. Reilly Sr. (manager of KOY, Phoenix, on leave) of the Army Military Police, watches. Ceremonies took place at the Tank Destroyer Officer Candidate School, Camp Hood, Tex. Lt. Reilly headed the class.

McCLINTOCK TALKS TO CHICAGO ADMEN

SOME 200 Chicago advertising representatives were guests of Miller McClintock, president of MBS, Thursday, at the Drake Hotel in Chicago, where Kodachrome slide films of the network's "main street coverage" utilization were shown.

Mr. McClintock was introduced to the gathering by W. E. Macfarlane, business manager of the *Chicago Tribune* and executive chairman of MBS, as the man who had increased the network's sales in his six month tenure in office from nine to 14 million dollars.

Mr. McClintock told his audience that in the "new kind of network radio" it needed more than mere selling goods at a price.

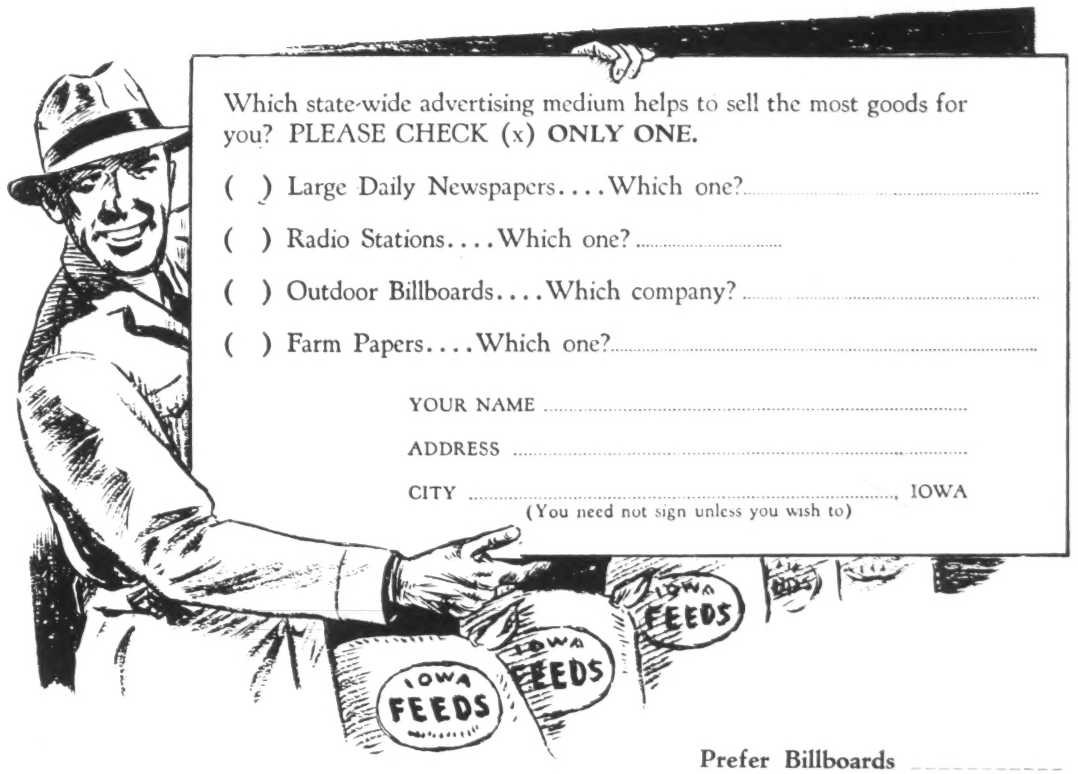
Other MBS executives present included Ed Wood, sales manager; Jack Latham, assistant sales manager; Ade Hult, western sales manager; and Miles Lamphear, auditor.

New Hampshire Plans

NEW HAMPSHIRE State Planning & Development Commission, Concord, N. H., has named Charles W. Hoyt Co., New York, as agency. Use of spot radio, along with other media, featuring fall foliage as an attraction to tourists, is contingent on gasoline rationing situation.

WORLD PREMIERE in New York July 28 of the motion picture version of Irving Berlin's "This Is The Army" was broadcast exclusively by WMCA, New York from 8:15-8:45 p.m.

XUM


Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.
( ) Large Daily Newspapers....Which one?
( ) Radio Stations....Which one?
( ) Outdoor Billboards....Which company?
( ) Farm Papers....Which one?
YOUR NAME
ADDRESS
CITY , IOWA
(You need not sign unless you wish to)
IOWA FEEDS
IOWA FEEDS
IOWA FEEDS

HATCHERY MEN, TOO, PREFER WHO!

● This is one of a series of advertisements in which we've told about three Surveys in which Iowa

Grocers

Druggists

Feed Dealers

have voted their preferences as to various advertising media in this State.

Now we have the results of a similar Survey made among HATCHERY men. . . . Asked what *general type* of medium they preferred, their votes totaled as follows:

Prefer Billboards	0.0%
Prefer Newspapers	7.7%
Prefer Farm Papers	32.7%
Prefer Radio	59.6%

Of those who voted for *radio,* 67.7% named WHO as their preferred station—and the second station got only one-seventh as many votes as WHO! The third station got less than one-tenth as many votes, and the fourth station got one *twenty-first!*

It all adds up to the same answer we believe you'll get, no matter *what* State-wide Iowa audience you question: WHO is the favorite advertising medium —the favorite *consumer* medium—for *most* of the people in Iowa.

Write for the complete data on these Surveys—or ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Petrillo's Live Music Tour Is Called 'Unequaled Hypocrisy'

Plan for Symphony Concerts in Smaller Cities is a 'Transparent Gesture' Says NAB Head

ANNOUNCEMENT last Tuesday by James C. Petrillo, president of the American Federation of Musicians, of plans for a series of concerts to be put on by major symphony orchestras in small cities throughout the country to bring good music to those usually unable to hear it, was described as "unequaled for hypocrisy" in a comment issued on Wednesday by Neville Miller, NAB president.

Mr. Petrillo stated that the AFM had appropriated $500,000 for the project, which he estimated would cover the cost of 570 concerts. Mr. Miller retorted, "If Mr. Petrillo were seriously interested in the welfare of symphonic music, he could, by lifting his ban [on recordings], permit the equivalent, not of 570, but of hundreds of thousands of times 570 concerts."

'Transparent Gesture'

Mr. Miller declared that by "this transparent gesture, Mr. Petrillo drops the last vestige of justification for his ban. He has contended that records commercially used in the smaller cities deprive local musicians of employment opportunities. Yet, when the union sets aside $500,000 to bring some music to the American people it does not employ local musicians, but instead spends it on bringing into the communities the performances of fully employed musicians who have always made recordings."

Declaring that Mr. Petrillo "has done more to prevent symphonic music in the United States than any other man in the history of our country," Mr. Miller stated that before the union leader halted the making of records a year ago "the great orchestras could reach all of our people through phonograph records. Records so made were available for the home, schools, broadcasting stations and for all of our citizens wherever situated and whenever they wanted to hear symphonic music, not merely once each in communities handpicked by the union."

Mr. Miller pointed out that all symphony organizations are nonprofit institutions which derive a substantial part of their revenue from royalties on phonograph records, and that the individual musicians in these orchestras, as well as the orchestras themselves, have been deprived of this source of income by the ban on recording. On the proposed series of concerts, Mr. Miller stated, "At his own figures, Mr. Petrillo is allotting less than $10 a man per concert to cover salary, railroad fares, hotels, meals, baggage car for instruments, cartage of instruments and music stands to place of performance and incidental expenses. It is obvious that Mr. Petrillo proposes to pay the men no compensation or only nominal compensation.

"The essence of Mr. Petrillo's gesture, therefore, is that he is going to compel some of his members to render free services and the orchestral societies to lend their names and reputations to his enterprise so that he may take unto himself the credit for their services."

The idea originated with the President of the United States, Mr. Petrillo said, explaining that he met with President Roosevelt last Dec. 29 at the White House at the President's invitation. "The President," Mr. Petrillo said, "was very much concerned that the people in the smaller cities in the United States are not getting enough first class concert music, especially during wartime.

"He pointed out to me that in many foreign countries, concert orchestras are sent from city to city so that the people who are not in a financial position to travel to the big cities to hear the larger orchestras could hear the finest music free of charge. He was wondering whether or not the AFM could do something along the same lines. I told the President that I would be very happy to take this matter up with the international executive board of the AFM and I felt sure something could be done about it."

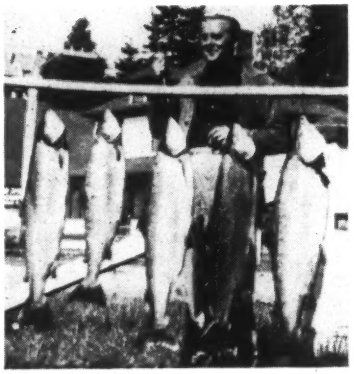
Questioned concerning the President's ideas on the matter, Secretary Stephen Early at the White House confirmed Mr. Petrillo's statement. He said that the plan fulfilled an idea which the President has had in mind for a number of years. According to Mr. Early, Mr. Roosevelt suggested, when the work relief program was started, that musicians organize symphony orchestras which would play in communities never visited by larger musical groups. Last December he passed the idea along to the labor leader.

$250,000 Appropriated

At the board meeting in Chicago on June 7, Mr. Petrillo said, an appropriation of $250,000 was approved for this purpose, with Mr. Petrillo authorized to double the sum if it is found necessary. No charge will be made for admission to the concerts, he said, nor will the AFM locals be asked to share in the expenses, the national union paying scale to all musicians who participate in the concerts and also paying all expenses.

Orchestras will be notified through their local unions of the concerts allocated to them, he said, explaining that for the most part the locals would route each orchestra in nearby cities and on dates not conflicting with regular engagements. List of major orchestras to give free concerts in the smaller cities includes symphony orchestras of Los Angeles, San Francisco, Washington, Chicago, Baltimore, Detroit, Minneapolis, Kansas City, St. Louis, New York, Rochester, Cincinnati, Cleveland, Philadelphia, Boston, Pittsburgh, Indianapolis.

In addition, occasional concerts will be given by orchestras maintained in 55 other cities.



HAPPY FISHERMAN is Niles Trammell, NBC president, as he views a day's catch from the Patapedia River, in Quebec. He's been vacationing at Cold Spring Camp, owned by George Washington Hill, president of American Tobacco Co.

WLB Expected to Name Panel To Hear AFM Strike Claims

APPOINTMENT of a three-man panel to hear arguments on the year-old AFM transcription-recording controversy is expected this week by the War Labor Board, coincident with the release of its order and decision accepting jurisdiction. It will mark the first time that WLB has ordered a hearing on the merits, with a so-called "strike" still in progress.

Announcement was expected last week of the Board's order and decision indicating the scope and area of its acceptance of jurisdiction. The disclosure that WLB had accepted jurisdiction without ordering musicians back to work brought criticism from transcription company representatives [BROADCASTING, July 26].

It was learned on high authority that the Board panel of three members will comprise one of the most prominent industrialists in the country as the industry member. The labor member is expected to be the president of an AFL international union (AFM is affiliated with AFL). The chairman of the group will be the public member, who also is understood tentatively to have been selected.

It was thought likely the order of WLB, to be announced by Chairman William H. Davis, will authorize the panel at any time during its proceedings to petition the Board to order AFM members back to work. The board departed from its usual custom when it took no action to force resumption of work coincident with its assumption of jurisdiction.

It is expected that the proceedings will be held in New York, particularly if the participants request it. Two and probably all three of the panel members will be New Yorkers.

MARGARINE OUTPUT TO BE INCREASED

WAR FOOD Administration has announced that in the next 12 months production of about 27 per cent more oleomargarine will be permitted, thereby lending support to the view that advertising of leading brands of the product will at least be maintained at current levels, if not increased. WFA states that the ensuing year will also see a reduction of about 20 per cent in butter available for civilians. Normally the ratio of butter to margarine is about four to one, with peak butter output exceeding two billion pounds.

A 10% total cut in all edible fats and oils is in prospect, giving civilians about 44 lbs. per capita.

Among leading brands of margarine, and their producers, are: Nucoa, The Best Foods Inc., New York; Parkay, Kraft Cheese Co., Chicago; Good Luck, John F. Jelke Co., Chicago; All-Sweet, Swift & Co., Chicago; Blue Bonnet, Standard Food Products, Indianapolis; Dixie, Capital City Products Co., Columbus; Durkee's, Durkee Famous Foods Inc., Chicago.

Already effecting an increase in advertising, as previously reported in BROADCASTING, plentiful coffee supplies have finally justified complete removal of rationing restrictions. The WFA announcement came out after the President broke the news in his fireside chat of July 28.

Hoyt Closed Talk

PALMER HOYT, director of the OWI's domestic bureau, will explain the third War Loan drive to retailers in a closed circuit talk on NBC Aug. 10, 1:15-1:30 p.m.

Lockheed Change

WITH Aug. 8 shift of its CBS *Cavalcading Unlimited* from a Monday quarter-hour to a Sunday half-hour, Lockheed Aircraft Corp., Burbank, Cal., is instituting a new format whereby some current American event of the week is dramatized on each broadcast. Joseph Cotten, actor, will be new m.c., with songs by Nan Wynn, and music by Wilbur Hatch's orchestra. Agency is Foote, Cone & Belding, Los Angeles.

WJEJ Names Rambeau

WJEJ, Hagerstown, Md., has appointed Wm. G. Rambeau Co. as its national representative.

Attention Time Buyers!

WCBM *is proud to announce*

the appointment of **FREE & PETERS**

as exclusive national sales representatives

WCBM

BALTIMORE'S
BLUE NETWORK
OUTLET

John Elmer
President

George H. Roeder
Gen. Manager

Only West Gains Population As Forces Grow, Says Census

Other Main Divisions Have Net Loss of Civilians To West and To the Armed Services

ONLY THE WEST among the four principal geographical areas of the United States has increased in civilian population in the period since the 1940 Census, according to a preliminary estimate issued July 30 by the Bureau of the Census, U. S. Dept. of Commerce.

The report says that when their natural increase is taken into account, the Northeastern States, the North Central States and the South together lost more than 6,000,000 persons to the West and the Armed Forces, although their net loss in civilian population was only about 3,700,000.

Movement of large numbers to the regions of greatest war activity accounts for the population shift. Analysis shows that the gain in the West is largely concentrated in the Pacific division and the numerical loss of other sections was chiefly in the Middle Atlantic and West North Central divisions. The only section except the Pacific to show an increase in civilian population was the South Atlantic, with a modest 0.1%.

War Activity Shown

To quote the report of Census Director C. J. Capt, the "differences among the states further reflect the localized intensity of war activity.

"Twelve states and the District of Columbia showed an increase in civilian population. In the West, all of the three Pacific states and three of the eight mountain states (Arizona, Utah, Nevada) had substantial proportionate gains. East of the Mississippi river, three states (Florida, Maryland and Virginia) and the District of Columbia, all in the South Atlantic division, had appreciable increases. Three other states, Michigan, Connecticut and Delaware had slight increases. The heaviest loser was New York with a drop of about 650,000 in civilian population. A more detailed analysis will be possible when estimates for counties have been completed."

U. S. civilian population in total decreased approximately 3,100,000, or 2.4% between April 1, 1940, and March 1, 1943, according to the preliminary figures. This reflects the startling increase in the U. S. Armed Forces, which has outstripped the natural population increment to such an extent as to cut the civilian population to 128,200,000 on March 1, 1943, as compared with 131,300,000 on April 1, 1940.

This year's population estimates were based on registration figures for War Ration Book Two and are believed to be considerably more accurate than projections of past trends.

The accompanying table presents preliminary estimates of the civilian population, by regions, divisions, and states, with figures for April 1, 1940, for comparison. The change between April 1, 1940, and March 1, 1943, is also given, both as a number and as a percent. Figures are shown to the last digit, as computed (instead of being rounded), not because they are assumed to be accurate to the last unit, but for convenience in summation:

Division and State	Estimated civilian population March 1, 1943	Estimated civilian population April 1, 1940	Estimated change in civilian population between April 1, 1940, and March 1, 1943 Number	Percent	Total population April 1, 1940
New England					
Maine	791,388	843,924	−52,536	−6.2	847,226
New Hampshire	454,167	491,375	−37,208	−7.6	491,524
Vermont	322,061	357,277	−35,216	−9.9	359,231
Massachusetts	4,156,346	4,311,918	−155,572	−3.6	4,316,721
Rhode Island	699,266	708,836	−9,570	−1.4	713,346
Connecticut	1,753,430	1,707,406	+46,024	+2.7	1,709,242
Middle Atlantic					
New York	12,789,130	13,444,022	−654,892	−4.9	13,479,142
New Jersey	4,101,846	4,153,956	−52,110	−1.3	4,160,165
Pennsylvania	9,513,272	9,895,697	−382,425	−3.9	9,900,180
East North Central					
Ohio	6,810,136	6,904,423	−94,287	−1.4	6,907,612
Indiana	3,406,257	3,424,319	−18,062	−0.5	3,427,796
Illinois	7,643,350	7,882,054	−238,704	−3.0	7,897,241
Michigan	5,269,416	5,250,636	+18,780	+0.4	5,256,106
Wisconsin	2,967,973	3,137,104	−169,131	−5.4	3,137,587
West North Central					
Minnesota	2,544,699	2,788,956	−244,257	−8.8	2,792,300
Iowa	2,294,184	2,537,008	−242,824	−9.6	2,538,268
Missouri	3,582,355	3,783,666	−201,311	−5.3	3,784,664
North Dakota	536,510	641,692	−105,182	−16.4	641,935
South Dakota	552,728	642,682	−89,954	−14.0	642,961
Nebraska	1,198,202	1,313,438	−115,236	−8.8	1,315,834
Kansas	1,707,499	1,788,982	−81,483	−4.6	1,801,028
South Atlantic					
Delaware	271,741	265,343	+6,398	+2.4	266,505
Maryland	1,964,914	1,806,485	+158,429	+8.8	1,821,244
District of Columbia	839,013	658,018	+180,995	+27.5	663,091
Virginia	2,767,789	2,642,729	+125,060	+4.7	2,677,773
West Virginia	1,742,795	1,901,723	−159,018	−8.4	1,901,974
North Carolina	3,404,194	3,562,592	−158,398	−4.4	3,571,623
South Carolina	1,835,937	1,892,742	−56,805	−3.0	1,899,804
Georgia	3,015,336	3,102,584	−87,248	−2.8	3,123,723
Florida	2,057,009	1,891,085	+165,924	+8.8	1,897,414
East South Central					
Kentucky	2,579,486	2,835,841	−256,355	−9.0	2,845,627
Tennessee	2,863,211	2,915,742	−52,531	−1.8	2,915,841
Alabama	2,777,322	2,828,166	−50,844	−1.8	2,832,961
Mississippi	2,030,098	2,183,509	−153,411	−7.0	2,183,796
West South Central					
Arkansas	1,809,012	1,948,250	−139,238	−7.1	1,949,387
Louisiana	2,349,532	2,358,769	−9,237	−0.4	2,363,880
Oklahoma	2,103,484	2,329,522	−226,038	−9.7	2,336,434
Texas	6,336,554	6,381,862	−45,308	−0.7	6,414,824
Mountain					
Montana	472,595	558,270	−85,675	−15.3	559,456
Idaho	467,657	524,809	−57,152	−10.9	524,873
Wyoming	228,917	244,745	−15,828	−6.5	250,742
Colorado	1,057,977	1,119,274	−61,297	−5.5	1,123,296
New Mexico	490,081	530,662	−40,581	−7.6	531,818
Arizona	573,881	497,068	+76,813	+15.5	499,261
Utah	583,970	549,722	+34,248	+6.2	550,310
Nevada	133,095	108,761	+24,334	+22.4	110,247
Pacific					
Washington	1,843,104	1,719,143	+123,961	+7.2	1,736,191
Oregon	1,141,078	1,088,284	+52,794	+4.9	1,089,684
California	7,397,456	6,868,065	+529,391	+7.7	6,907,387

Luden's to Use 130

LUDEN'S Inc., Reading Pa., which each fall uses a large list of stations to promote its cough drops, is planning to increase the schedule this fall to about 130 stations from coast to coast. Campaign is chiefly one-minute spot announcements heard several times weekly on a varying basis. Agency is J. M. Mathes Inc., New York.

AXIS PROPAGANDA ANSWERED BY OWI

STATING that "one of the functions of foreign language radio today is to neutralize the poisonous effects of Axis propaganda," Ralph N. Weil, manager of WOV, N. Y., last week announced a new service, in cooperation with the OWI, designed to combat Fascist shortwave propaganda.

Axis broadcasts, planned to create doubt and confusion in the minds of Americans of Italian origin, are recorded nightly by Government agencies and analyzed by OWI officials, who immediately prepare an answer in Italian, giving the American viewpoint.

WOV also provides this special feature service to WCOP Boston, WELI New Haven, WPEN Philadelphia (with WOV members of the Bulova Group), WGES Chicago, and Italian-language stations in Detroit and San Francisco.

In cooperation with Hearst newspapers, and under the direction of the OWI, stations in the 13 cities where Hearst papers are published are recording two-to-three minute talks by Americans of Italian ancestry. The talks are forwarded to the OWI for shortwave broadcast to Italy. Among stations cooperating are WCAE WOKO WINS WBZ WISN WBAL KOMO KJR.

Blue Day Repeats Are Pushed Again

Plan Pits Big Night Shows Against Daytime Serials

BLUE Network salesmen are again contacting advertisers and agencies with proposals that they buy daytime periods on the BLUE to rebroadcast by transcription their big evening programs for the benefit of night workers and other daytime listeners unable to listen during the evening hours.

Idea was originally broached several months ago and several sponsors of nighttime shows were reported interested, but the plan was dropped because of pressure from NBC, which has always maintained that the admission of recordings on the network will result in weakening the network system of broadcasting, which is based on simultaneous broadcasting of a live performance by a number of wire-linked stations. Only a month ago the BLUE squelched the suggestion that the Gracie Fields programs be continued through the summer via recordings shipped from England because of its ruling, inherited from NBC, barring recordings from the network.

Now, with an announcement that RCA has sold the BLUE expected daily, the network has taken an independent position on the question. A survey of daytime listening made for the BLUE [BROADCASTING, May 24] indicated that dissatisfaction with current daytime programs keeps daytime listening far below the nighttime level, a fact which undoubtedly will be stressed in the campaign to get advertisers to use the BLUE to put their big evening programs opposite daytime serials on other networks. The Plan will be confined to dramatic and other "talk" programs until the AFM ban on musical recordings has been lifted.

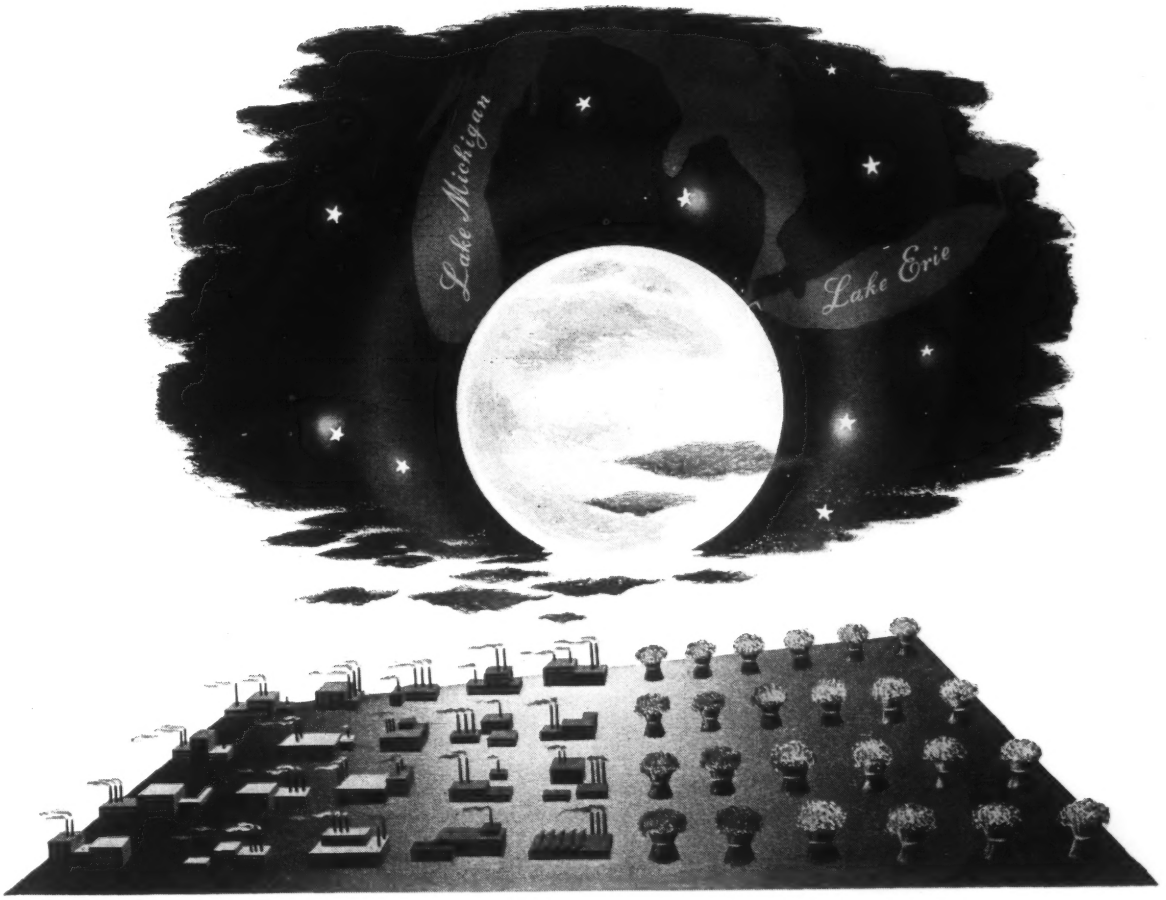
Hackett Leaving

CECIL H. HACKETT, general manager of WINS, New York, is leaving the station following differences with Hearst Radio, owner of WINS, over the renewal of Hackett's contract, which expires in August. According to Mr. Hackett, the "interested parties were unable to come to terms" over the contract renewal, and he left his position this week. He will announce his plans later this summer.

Buy 'World News'

TWO MORE sponsors to buy local broadcasts of NBC's *World News Roundup*, are J. H. G. Coffee Co. on WROL, Knoxville, six-times weekly; and Netherland Dairy Co. on WSYR, Syracuse, thrice-weekly. Program was made available for local sponsorship July 5. It is heard weekdays, 8-8:15 a.m. and Sundays, 9-9:15 a.m.

FEATURING the cases of parole convicts, *Crime Doctor*, CBS program sponsored by Philip Morris & Co., began its fourth year on CBS Aug. 1.



A "harvest" moon for advertisers

Maybe you think we're moon-struck. But a moon, 200 miles in diameter and rising till it touches Lake Michigan and Lake Erie, is roughly the size and shape of the WOWO Primary Area. It's just a simple device of ours to fix the WOWO Market in your mind geographically. ★ This WOWO "moon" shines on three states, 62 counties, and 2,000,000 people who divide fifty-fifty as city folk and farmers. Fort Wayne, the city, does not begin to give you the picture of the WOWO Market . . . not by a good 92%. There are 21 cities of 10,000 population and up reached by WOWO. ★ It is not entirely figurative to call this a "harvest" moon for advertisers. Plant your commercials on WOWO and you will reap a rich harvest.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KDKA • WBZ • WBZA • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

Barnett Advanced By Free & Peters

Named Secretary - Treasurer Of Representative Firm

ELECTION of Sherman R. Barnett, Chicago attorney, as secretary and treasurer of Free & Peters Inc., radio station representatives, was announced last week following a board meeting of the corporation. Simultaneously, James L. Free was re-elected chairman of the board; H. Preston Peters, president; J. W. Knodel and Russel Woodward, on leave with the Navy, vice-presidents; and Virginia Weber, assistant secretary and assistant treasurer.

Mr. Barnett

Mr. Barnett, who has been attorney for Free & Peters and Wright-Sonovox Inc., has been a member of the Free & Peters staff since last September. He received his B.S. from Dartmouth in 1925 and his law degree three years later from Northwestern.

He had been in active practice since 1928 and three years later joined the Chicago law firm of Cassels, Potter & Bentley and later had been with the law firm of Barnett & Truman, specializing in patents, trademarks and unfair competition, as well as in general law. He resides at Glencoe, Ill., with his wife and three daughters.

In his new post, according to Mr. Free, Mr. Barnett will devote his time exclusively to business management and legal affairs of the corporation. He will relieve other officers of these duties so their full time may be devoted to sales problems.

Ten New Shows Listed; Gain on Previous Month

TEN PROGRAMS have been added to the list of nationally sponsored week-day series since last year, bringing the total to 53, according to the July daytime ratings by C. E. Hooper Inc. Significant gains over the preceding month are shown by 9.4% of the programs, as compared to the 2.3% figure for a similar period in 1942. Significant losses, which stood at 30.2% last year, were reduced to 11.3% this year, according to the report.

Big Sister heads the list of "top 10" week-day programs, followed by *Romance of Helen Trent* and *Kate Smith Speaks*. The remainder of the list runs as follows: *Our Gal Sunday, Ma Perkins, Life Can Be Beautiful, Stella Dallas, When a Girl Marries, Portia Faces Life* and *Pepper Young's Family*. The top-ranking week-end daytime shows, not included in the week-day list are: First, *World News Parade*, and second, *Pause That Refreshes*.

East Coast Stations to Get All-Clear Signals From First Fighter Command

RADIO STATIONS will henceforth receive information on all-clear signals following real or test air raids from the First Fighter Command instead of from the Service Commands, the Army announced last week.

The new order, which became effective at 12:01 a.m. July 28, is designed to "provide a uniform method of announcing the radio all-clear throughout the entire Eastern Defense Command," comprising the Atlantic Coast from Maine to Florida, the announcement stated.

"Broadcasting stations in the blackout or test areas will receive their all-clear data from the information center of the particular Air Defense Wing or Region in their territory," the announcement continued. "The information centers will transmit the all-clear authorization to certain key stations. These key stations will then send a signal tone (a 1,000-cycle note) to get the attention of the radio audience and immediately thereafter will broadcast a standard all-clear message.

Time Lag Seen

"The message will contain a brief description of the territory affected. Following the announcements by key stations, other radio stations which monitor the key stations will rebroadcast the same message to insure that the information is widely disseminated.

"The radio announcement of the all-clear messages will not replace the recently approved audible all-clear signals which will be continued."

Some broadcasters believe that the new system will fail to achieve the "uniformity" desired by the Army in anything but the wording of the all-clear announcements, and that it will probably result in an appreciable interval between the time of the first all-clear announcements made by the key stations and the times when these announcements are repeated by the other stations in the area.

Heretofore the time of the all-clear has been supplied to all stations in advance, with instructions to broadcast it at a specified time, which was always set at a station break to avoid causing any cooperating station to lose revenue by interrupting a commercial. While no broadcaster has objected to such an interruption, which would be of only a few seconds duration, there will necessarily be a lag of several minutes between the announcements of the key stations and those of the monitoring stations, which may cause confusion among the civiilan population and the volunteer defense organizations when different groups receive the all-clear at varying times. If the audible all-clear signals prove generally successful, the radio all-clears will not be so important however.

Another objection voiced by certain broadcasters is that formerly they received information concerning the times of all signals—the Blue alerting the public and the Red signifying planes overhead, as well as the all-clear—from a single source, but that now the earlier signals come from the Service Commands while the all-clear comes from the First Fighter Command. Fear was expressed that this divided military authority would increase the chance of error in the transmission of information to broadcasters and to the public.

In answer to these criticisms it was pointed out that the Army's aim is to familiarize the public with the procedure that will apply under actual raid conditions and that at such times there would be no advance notice of when the Blue and Red and all-clear signals will be sounded. The chief difference, insofar as radio is concerned, between simulated and actual raid conditions under the new set-up, is that in a test the stations will continue to broadcast their normal program schedule, while in a real raid all stations in the raid area would be silenced to avoid their use as guide posts by enemy pilots.

PITCHING IN to help bring in the crop on his farm is Austin Weir, commercial manager, Canadian Broadcasting Corp. Others of the CBC Toronto office also helped out during harvesting season.

Wildroot in New York

WILDROOT Co., Buffalo, which uses sports and news programs in a few selected markets for its hair preparations, on Aug. 3 is entering the New York market on WABC, CBS outlet. The company will sponsor Quincy Howe, news commentator, Tuesday, Thursday and Saturday 6-6:15 p.m. Agency is BBDO, New York.

NAVY OKAYS OWI'S WAVE RECRUITING

RADIO BUREAU of the Office of War Information said last week that the Navy Department Bureau of Public Relations is in full agreement with the way OWI handled its campaign to recruit Waves.

The OWI statement was made in reference to an article in the *New York Times* July 28 which stated that applications for induction into the Waves were being misdirected to White Plains, N. Y., as a result of broadcasts attributed to OWI.

OWI stated it was informed by the Navy Dept. that it had no fault to find with the messages used in the campaign, which were written in a manner requested by the Navy. The messages directed listeners to write to "Navy Recruiting, White Plains, N. Y." for a booklet on the Waves and to make application for induction to their nearest recruiting station, it was explained.

"If some applications were sent to White Plains, it is an easy matter to refer them to the proper offices," OWI commented.

Big Wright Schedule

WRIGHT Aeronautical Corp. has launched an exceptionally heavy radio campaign in the New York market to relieve its serious manpower shortage. The entire promotion is handled by WINS, under a contract calling for seven 15-minute programs daily, Monday through Saturday, for 13 weeks, making a total of 546 quarter hours for the period. This is a record piece of business for WINS and one of the largest handled by any single New York station in months. Wright is seeking personnel for its Paterson, N. J. plant. Trevor Adams handled the account for WINS.

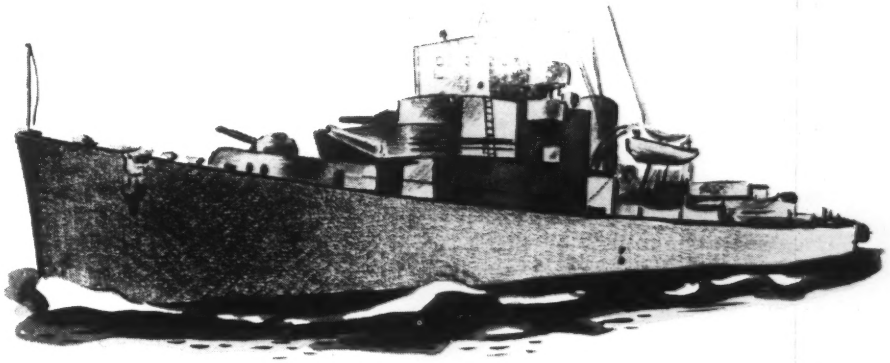
Remedy Renewal

DR. HESS & CLARK Inc., Ashland, O., which has been sponsoring *Smilin' Ed McConnell* five-minute transcriptions thrice-weekly since last August on 28 stations, mostly in the Midwest, on Aug. 2 is renewing the campaign, at the same time replacing McConnell with *Home Harmonies*. New five-minute series featuring a quartet, will be heard on the same stations on a five times weekly basis for the sponsor's poultry remedies. Agency is N. W. Ayer & Son, Chicago.

Vice Versa

THE TABLES were turned at WHIO, Dayton the other day. Instead of the station taking a sponsor to lunch, the advertiser invited the cast of his program and the salesman to lunch at the Van Cleve Hotel. Liberal Markets, sponsoring *Jack & Betty* on WHIO each day, were hosts and the whole affair was designed as a compliment to all concerned with the daily broadcast which has pleased the sponsor as well as the rationing board. The program deals in dramatic form with restrictions and rationing.

Denver Delivers



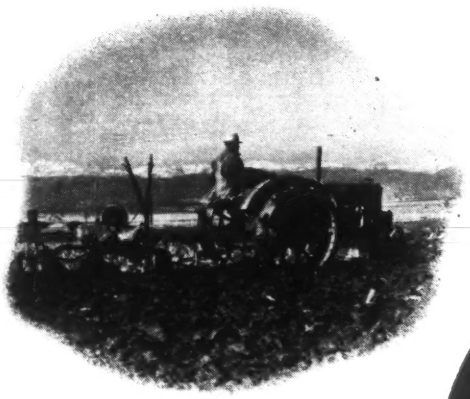
SEA-GOING FIGHTING SHIPS!

A mile above sea level and 1000 miles from the nearest salt water, 40 Denver firms are manufacturing prefabricated parts for sub-killing destroyer escorts for later assembly at Mare Island navy yard.

But this is only one phase of the Denver Area at war. Up and down the eastern slope of the Rockies, steel mills, ammunition, chemical and rubber plants, mines, and farms are producing at top speed for victory.

The Denver Market last year delivered $595,252,000 in retail sales, ranking 20th among the nation's 187 trading areas. Colorado's sales through May this year were running 22% ahead of the first five months of 1943.

The Denver Market is delivering the goods . . . and it's delivering the sales. KLZ speeds this process for advertisers . . . delivers the Denver Market . . . delivers selling messages in quantities that count.



--VITAL FOOD STUFFS!

An all-time record production of beans, barley, and rye is forecast. Shipments of fruits and vegetables during the first six months of 1943 were 85% ahead of the same period last year.

KLZ

Delivers the

DENVER MARKET

CBS • 560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

-- STRATEGIC MINERALS!

Iron ore, coal, molybdenum, vanadium, tungsten, and 35 other minerals from Colorado mines are going to war. Colorado ranks first in the nation in reserves of coal, oil shales, molybdenum, vanadium, uranium, and sulphur ores.

--CUSTOMERS, SALES!

The Denver Market, ranking 20th in retail sales volume, merits equal importance in any selling plan . . . in any advertising schedule . . . of national or near-national scope.

'Video Problems Political'—Fortune

Magazine Sees Industry Threatened by Past Investment

MAJOR PROBLEMS in the postwar development of television are economic and political rather than technical, according to an article, "The Promise of Television", in the August issue of *Fortune*.

"Technically", *Fortune* states, "television has been ready to make a start for over five years—not in a perfect state by any means, but improving rapidly as the war closed in. . . At the point that the war immobilized civilian television, the U. S. televison picture was a flickerless image, synchronized at 30 frames per second and 525-line definition, by authority of the Federal Communications Commission . . . Exactly what the war developments will do to this image is largely in the realm of military secrecy and conjecture."

Vested Interests Threatened

Citing television's contribution to radar, which "undoubtedly will have some contributions in return," *Fortune* continues: "What can be solidly predicated upon the war is that all of this work in the ultra-high frequencies will advance television techniques, and particularly television relays."

In a brief review of television's recent past, *Fortune* points out that industry disagreement over standards, the FCC's "plain and fancy muddling," the opposition of "financial groups with heavy investments in present forms of communications, threatened by technological change; and Hollywood, whose whole structure may be made over by television," and the rise of FM, which found itself "in the anomolous position of being forced to fight television for space," combined to delay television's commercial debut almost up to America's entry into the war.

Today, with the slate wiped clean by war, *Fortune* goes on, "there is a score of industry spokesmen who recognize that now is the golden opportunity for revaluating all developments and soundly preparing for the future. But there are still the clawing factions . . . a big broadcasters group that seems ready to use television as a counter in corporate strategy to hem in FM in the spectrum to maintain the status quo in radio. . . There is, counterwise, an FM group that is disposed to push FM ahead of television." Three main factions are listed:

Three Points of View

"First, there are the irreconcilables, who say that television isn't going anywhere, at least for a long time. They say that television may be ready technically 'but economically it is just as unsound as it always was.' The argument is that civilian radios will be so depleted at war's end that the industry will have to bend all its efforts simply to shoveling out prewar models, perhaps with FM; later on it can sell the same market all over again with sets incorporating some of the new war developments. Forget about television for awhile. The theme, already sounded in other industries, is an attack upon 'crystal-gazers' and a warning to the public not to expect new products to come too fast after the war. This group is strictly status quo, with little research or patent stake in television.

"Second, there is the school that says television should remain in its present position in the radio spectrum and at substantially the same technical standards as before the war. Its argument, supported heavily by the business-sales side of the industry, is that if television is to get off to the fastest possible start to exert a maximum pull on postwar employment, it ought not to be burdened with excessive changes. To shift higher in the spectrum, it contends, would mean one to two and maybe more years of delay after the war, testing, redesigning, and training personnel in an unfamiliar part of the spectrum. This school is partly status quo, with a strong economic and patent interest in the present area of the spectrum.

"Third, there is the school that says television should move now, while it has the chance, up further into the roomier ultra-short waves. This school is supported generally by venturesome engineers. The argument is that the upper reaches of the ultra-shorts are television's natural habitat, and all the trouble about shortages of channels has been caused by putting television in the lower part of the ultra-short spectrum where, from an engineering standpoint, it has no business to be.

Now Working at 3,000 mc

"Radio television before the war had not ventured to any practical extent beyond 100 megacycles, but in war development it is now moving easily at 3,000 megacycles and beyond. The greater number of frequencies and wider channels possible in this upper region opens the air to more stations, higher definition, better technical operation. Moreover, there are revolutionary developments coming along in the Iconoscope-Kinescope system that will make the 1941 standards look like an old hat. Electronic color television will come only in this region of the spectrum; and it is here that someday both the audible and visible channels of television may be brought together on FM, a development that a minority of engineers believes is bound to come for technical unity and simplification.

If television is already in the higher ultra-short waves, says this group, it will be ready to take such developments in stride. Growing military and aircraft communications demands in the lower part of the present television band are going to force television to move, and, economically, television must move, because its present eighteen channels are insufficient for a television system comparable to radio between Washington and Boston. If work is begun, the argument continues, sometime before the actual end of the war, television can be moved upstairs bodily in six months to a year. This school is out to construct an open patent pool."

Elbow Room

After a detailed discussion of the opening up of the upper reaches of the radio spectrum by warborn developments, *Fortune* concludes: "Only the full, fruitful expansion of the spectrum—FM, television, and facsimile—can create elbow-room for freedom. Past investment in television should not be allowed to freeze that growth. . . . If the industry does not take the initative, the government, holding a big stick of war-developed patents of its own, is likely to force it. The whole future of television and radio depends upon the clarity and unity with which the industry now moves."

New Wrigley Series

WM. WRIGLEY JR. Co., Chicago (Spearmint gum), on Aug. 2 replaces the musical program, *Keep the Home Fires Burning*, with a dramatic series titled *American Women* on 119 CBS stations, 5:45-6 p.m., Mondays through Fridays. The new show, written by Doris and Frank Hursley, originates out of WBBM, Chicago, and dramatizes the work of women in jobs important to the war effort. The agency handling the Wrigley account is Arthur Meyerhoff & Co., Chicago. One station, WIND, Chicago, carries the new program transcribed, Monday through Friday evenings.

ALREADY AT HOME in Chicago, officials of BBC gathered at the recent opening of the new Chicago offices. Front row (l to r) are William Newton, manager of the BBC Chicago branch; S. L. Stevens, publicity manager; Stephen Fry, producer. Back row, Geoffrey Bridson, producer; Alistair Cooke, BBC special correspondent from America.

Ayer Video

RICHARD HUBBELL, until recently television consultant for *Fortune* magazine, has joined the radio department of N. W. Ayer & Son. Mr. Hubbell has had a varied background in television, motion pictures, radio, theatre, and professional writing. He is author of *4000 Years of Television*, a non-technical history and explanation of television.

INTERNATIONAL CP's ARE ASKED BY CBS

FCC CONSTRUCTION permit for a new international broadcast station at Brentwood, N. J., was applied for last week by CBS New York. Two other 50 kw high-frequency transmitters are expected to be ready about Aug. 31 and Sept. 15 at the CBS Wayne, N. J. transmitter site [BROADCASTING, July 12]. Both expansions are to be a part of the program of facilities expansion of the Interdepartmental Planning Committee of the FCC, OWI and CIAA.

Already on hand at the CBS Brentwood site is the 10 kw WCDA, plus equipment of WCRC and WCBX, 50 kw transmitters, which includes two rectifiers and modulators and three power amplifiers. This setup allows only two 50 kw channels, but the Government plans to add the equipment necessary to provide three 50 kw channels.

The new Brentwood facilities would be operated on 6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 kc, A3 emission. Time would be unlimited, except sharing on all frequencies with WCRC, WCBX and WCDA, and on 6060 with KWID and KWIX, San Francisco, owned by Associated Broadcasters Inc. KWIX is scheduled to go on the air about Aug. 15, according to James O. Weldon, acting chief of communications facilities of the Overseas Branch of OWI.

U. S. Citizens Indicted For Enemy Broadcasting

EIGHT U. S. citizens who have been broadcasting from Germany and Italy have been indicted on treason charges by a Federal grand jury. The indictments were based on studies by the FBI, aided by the FCC, which recorded the broadcasts.

Following are the indicted propagandists, and their one-time U. S. address: Frederick Wilhelm Kaltenbach, 48. Dubuque, Iowa; Robert Henry Best, 47, Sumter, S. C.; Ezra Pound, 57, New York; Douglas Chandler, 54, Baltimore; Edward Leo Delaney, 57, Olney, Ill.; Constance Drexel, 48, Philadelphia; Jane Anderson, 50, Atlanta, Ga.; Max Oscar Otto Koischwitz, 41, New York.

All broadcast from Germany except Pound, who is heard on Radio Rome.

WLS, Chicago, is credited with starting and popularizing radio barn dances in article by Bernard Lewis, titled "Square Dance Roundup", in the August issue of *Coronet* magazine.

XUM

NOW OPEN FOR LOCAL SALE:

"THE GREEN HORNET"

Currently BLUE Network 6:30—7 P. M. Sundays
Five Years Coast-to-Coast Build-up

"Ned Jordan - Federal Ace"

Broadcast Four Years
Coast-to-Coast over Mutual

[illegible] BROADCASTING CORP.
[illegible] Stroh Building — Detroit, Michigan

News of Mussolini Flashed by Radio

Duce Resignation Feature of Toscanini's NBC Concert

THE NEWS of Benito Mussolini's resignation as Premier of Italy, which reached this country via London at 5 p.m. on Sunday, July 25, went out over the major networks at various times within the ensuing quarter-hour in the form of flash bulletins.

Listeners to the NBC Symphony Sunday afternoon and members of the studio audience heard the news under probably the most dramatic circumstances, as Arturo Toscanini, overcome with emotion when he learned that the man he had so long opposed had at last been ousted, conducted the latter half of an all-Italian concert, which he had selected by coincidence.

Following the ovation on his return to the podium after the intermission, the maestro conducted the third act of *Rigoletto* brilliantly, and brought the War Bond concert to a close amid cheers both for the news announcement and in tribute to his own fight against Fascism.

Break Into Programs

Most stations broke into whatever programs they had on the air to bring the news to their audiences. Radio news services supplied frequent bulletins and background material during the evening.

After the first news flash on the BLUE at 5:11 p.m., the bulletin was rushed to John W. Vandercook and Leland Stowe, war correspondents and authors, who were in the midst of their *Where Do We Stand* program on the BLUE.

Instead of the usual procedure of answering questions during the last quarter-hour of the show, the two commentators discussed the sensational development, offering their opinions as to the effect of Mussolini's resignation after 21 years as dictator of Italy.

Mutual broke the news shortly after 5 p.m. Seymour Korman, Mutual correspondent in Algiers, gave his report at 7:15 p.m. which was recorded and rebroadcast at 10:15 p.m. on the network.

Frank Singiser, Samuel Grafton, and Gabriel Heatter on their Sunday evening programs on WOR, New York outlet of Mutual, and also on Mutual, gave listeners their interpretations of the event, and WOR was able to point to the prediction July 24 by Sydney Moseley that "in the very near future Mussolini would attempt to flee the country."

Flash Bulletins

Breaking into the *Prudential Family Hour*, CBS announced the Mussolini resignation at 5:04 p.m., followed by more complete flash bulletins during its regular programs until 8:55 p.m. when Ned Calmer's news broadcast for Parker Pen Co. covered the news more fully. Other CBS news commentators covered the story on their programs later that evening.

The news also went out shortly after 5 p.m. to South America, as prepared by the coordinator of inter-American affairs, in Spanish and Portuguese, while at 9 p.m. the CIAA program *Semana al Dia* offered a dramatization in Spanish of the story for Latin American listeners.

EXECUTIVES OF WILDROOT Co., Buffalo, and personnel of Specialty Sales, station WLW subsidiary, meet in Cincinnati in connection with the Specialty Sales' campaign for Wildroot Cream-Oil Formula, sponsored twice-weekly on Gregory Ziemer's WLW newscasts. Seated (l to r), are Dwight Mitchell, district manager of Wildroot for Wisconsin and Minnesota; Douglas Sellers, district manager of Wildroot for Kentucky, Tenn., Virginia and West Virginia; L. E. Sargent, manager Specialty Sales; J. Ward Maurer, manager of advertising and merchandising for Wildroot; A. E. Ritchie, sales manager for Wildroot; A. M. Ward, vice-president, BBDO; K. H. Webster, district manager in Chicago for Wildroot; W. A. Murray, sales supervisor for Specialty Sales. Standing, representatives of Specialty Sales: R. P. Jones, M. G. Ballagh, J. V. Donner, Tom Gregory, J. J. Tigyer, L. D. O'Connell.

WTAL ASSIGNED TO PHIPPS OWNERSHIP

THE FCC last week granted the application of Florida Capital Broadcasters Inc., Tallahassee, operator of WTAL, for voluntary assignment of its license to Capital City Broadcasting Corp. for $22,500. The license was renewed at the same time for the regular period.

Sole stockholder in the new corporation is J. H. Phipps, a major in the Army Air Forces. President is his wife, Elinor K. Phipps; vice-president is Teresa Muers, for two years advertising manager of the *Tallahassee* (Fla.) *News Democrat;* secretary is Lester Cross; treasurer and assistant secretary is J. F. Riley.

Mr. Phipps, son of John S. Phipps, is a grandson of Henry Phipps who was associated with Andrew Carnegie in founding the U. S. Steel Corp.

Effect of Baseball Loss

LOSS of major league baseball play-by-play is not necessarily destructive of audience, according to a survey made in the Cincinnati area by C. E. Hooper and made public by Mortimer C. Watters, general manager of WCPO, that city. Mr. Watters says that although WCPO this year stopped its regular baseball broadcasts, the afternoon audience showed a marked increase over the same time last year.

WCBM Appoints F & P

WCBM Baltimore, is represented nationally by Free & Peters, effective Aug. 1, according to an announcement by John Elmer, president of WCBM.

Dyer Heads Partnership Assigned WAIT License

WAIT, Chicago, has been granted permission by the FCC to assign its license from WAIT Inc. to a partnership composed of the six corporate stockholders to do business as Radio Station WAIT. Interest in the partnership, which remains in the same proportion as in the former corporation is as follows: Gene T. Dyer, 15%; Evelyn M. Ringwald, 35%; Elizabeth M. Hinzman, 30%; Adele Moulds, 10%; Vivian Christoph, 9%; William Moss, 1%.

Mr. Dyer, president and director, is also vice-president and manager of Oak Leaves Broadcasting Station Inc., operating WGES, Chicago, and president and principal stockholder of WSBC Inc., Chicago. Elizabeth Ringwald, also a stockholder in WSBC Inc., is his wife. Louis E. Moulds, treasurer and director, is also treasurer and director of Oak Leaves Broadcasting Station. Mr. Moss, secretary, is a public accountant, and Elizabeth Hinzman, stockholder, is a pianist employed by WCBD.

Heard by 100 Million

THE GREAT majority of the nation's 100 million listeners heard at least one message in the OWI "Eat More Potatoes" radio campaign, conducted during the period July 3 to July 25, OWI estimated last week. The campaign, requested by the Department of Agriculture because of an imminent surplus of new potatoes, resulted in an estimated 111,800,000 listener impressions, OWI reported. A total of 48 network sustaining programs, 19 special network assignments and 6,804 local station announcements were scheduled to carry the campaign message.

GE Prize Contest

GENERAL ELECTRIC Co., will give prizes totaling more than $10,000 in War Bonds in an essay contest conducted on the company's NBC *Hour of Charm* program. Contest, which opened Aug. 1 offers a $5,000 bond to the best essay on "Why I am Buying an Extra War Bond," with 100 other prizes in smaller sums going to runners-up.

ESSO IS PRAISED FOR NEWSCAST AID

CONGRATULATING Esso marketers for the eight years of its presentation of factual news, Carleton D. Smith, general manager of WRC, Washington, in a special talk on that station July 30 following the 10,000th consecutive broadcast of the *Esso Reporter*, pointed out that since Pearl Harbor the company has devoted 32% of its commercial time to war messages. These messages, Mr. Smith said, did not include the many additional service announcements, such as those for the American Legion, China relief, Boy and Girl Scouts and the USO.

"In other words," he continued, "over one-third of the time ordinarily allotted a sponsor for selling his own merchandise, as noted in the case of Esso Marketers, has been devoted to some extremely worthwhile service message which would further our progress in the waging of a successful war against our enemies both at the battlefront and on the homefront . . . We of WRC are proud to have been one of the original stations on which the *Esso Reporter* started back in 1935, during the days of peace. And we are glad to pay tribute to the Esso Marketers for pioneering in this consistent, reliable public service which through the past eight years has brought clear accurate, unbiased news reports to our radio audience."

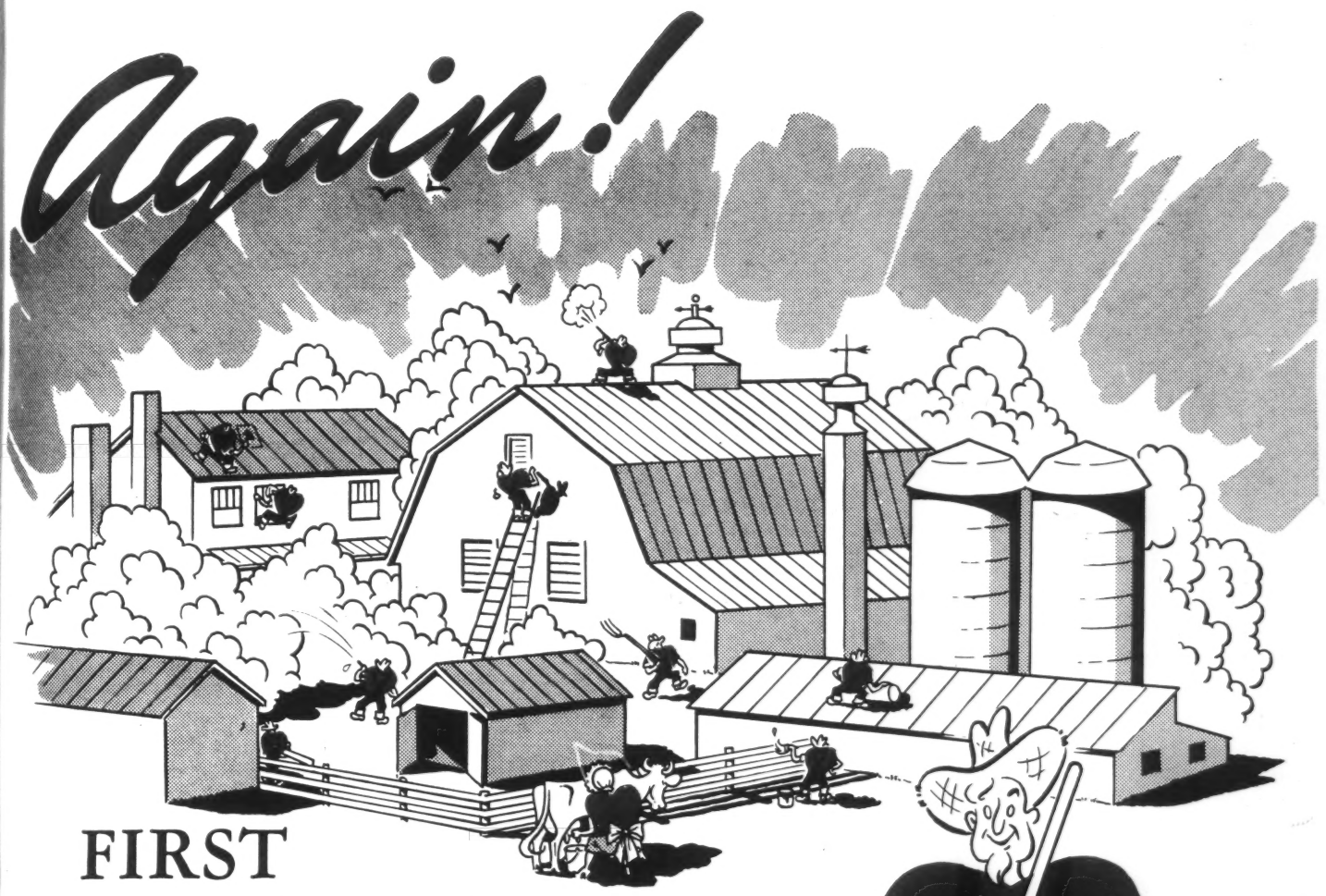
Fly Urges Shortwaves For Post-War Culture

CHAIRMAN James Lawrence Fly of the FCC joined with Walt Disney, creator of Mickey Mouse, and Francis S. Harmon, executive vice-president of the War Activities Committee of the motion picture industry last Saturday in a discussion of "The World of Sight and Sound" on the NBC post-war planning series *For This We Fight*, broadcast at 7 p.m. (EWT). The program is one of NBC's Inter-American University of the Air series.

Mr. Fly urged that nations should begin to plan now to avail themselves of the opportunities for greater mutual understanding through the exchange of ideas and cultural information which post-war development of shortwave, FM broadcasting and the use of film for recording and rebroadcasting televised programs will make possible. It is the responsibility of all nations acting together, he said, to provide intelligent direction in the use of communication facilities for promoting international goodwill.

Foundation Report

NATIONAL Foundation for Infantile Paralysis presented a report on its annual fund-raising drive on NBC July 30, marking the first time radio has been used for this purpose. During the ten years of its existence, the organization has reported on the final results of the drive primarily through the press. Neville Miller, NAB president and chairman of the Foundation's 1943 national radio division, introduced Basil O'Connor, president, who gave the report.



FIRST

In the "Heart of America"

That's no dust storm you see 20 miles South of Kansas City. It's KMBC's farm department going to work on the new 400-acre KMBC farm—another FIRST in the "Heart of America". KMBC has been FIRST with a full-time farm editor, Phil Evans. KMBC has been the only station in this rich livestock and grain area authorized by livestock interests to broadcast official market reports direct from the Kansas City Livestock Exchange with Bob Riley, a full-time marketcaster.

Help KMBC Name Its New Farm!

Now, another FIRST is KMBC's developmental livestock farm! On this farm, just across the Missouri line in Kansas, KMBC is putting into practice, so all can observe, the things its farm experts recommend to their many listeners. Your suggestion of a name for this latest KMBC "FIRST in the Heart of America" may win a $100 War Bond. Remember though to send in your suggestions before August 15th.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Effect of Advertising Appeal Rulings Involving Special Sales Is Explained

AMPLIFYING its July 15 request that textile retailers refrain from "buy now" advertising appeals, the War Production Board last week issued two further interpretations in response to inquiries from the trade.

Arthur D. Whiteside, vice-chairman for civilian requirements, announced that "dollar days" and similar special sales events are included in the WPB policy declaration since they are closely allied to the "buy now" forms of promotion. He also ruled that goods classed as "seconds" be labeled as such and advertised at a stated price without comparison to prices of standard merchandise in the same class..

To Avoid Rationing

The policy declaration, Mr. Whiteside explained, is an advertising and promotion code for textile retailers "designed to bring about orderly and adequate distribution of textiles" and is part of Chairman Donald M. Nelson's program to make clothes rationing unnecessary.

To its earlier request to retailers to eliminate "buy now" and "scarce" advertising of textiles WPB added rugs, floor coverings and draperies, luggage, upholstered furniture, mattresses and fur coats. "All of these products," Mr. Whiteside said, "are so closely allied to textiles as such that excessive promotion of a type contrary to the policy declaration would confuse the public and interfere with the success of the voluntary program."

The WPB program has caused some apprehension on the part of merchants which has been reflected in plans for local radio advertising. The NAB cited, as an example, a telegram from a radio station manager who reported some of his clients as "extremely jittery" regarding future promotion. The manager stated that one of his advertisers may cancel his program to conform with the WPB ruling.

Inquiries at WPB developed that it is the type of appeal rather than the volume of advertising that is affected by the textile policy declaration. The Government is enlisting the cooperation of retailers in preventing unnecessary buying and to avoid rationing, it was explained.

Lew Avery, NAB director of broadcast advertising, stated the new policy declaration presents a sales problem to the small stations which calls for ingenuity and enterprise. He saw in it an opportunity for development of new ideas in institutional and other forms of promotion.

Bank Renews

CONTINUING its campaign against hoarding and needless spending of money, Savings Banks of New York State has renewed participations on women's programs and musical clocks on seven of the New York State stations on which the drive started early this year, having dropped two up-state outlets. Drive encourages savings through purchase of War Bonds or the deposits in Savings Banks. Agency is Ruthrauff & Ryan, New York.

Convention by Air

RADIO will be the means by which the National Assn. of Foremen will hold its convention in September, according to Frank H. Ireland, vice-president. This is one of many instances in which the medium has been so employed since the Institute of Radio Engineers met two years ago via airwaves. Use of radio for the NAF convention is prompted by war demands on transportation, hotel accommodations, and time. Proceedings will be limited to one hour, broadcast over a nationwide network, not yet selected, with member clubs holding local meetings at which the broadcast is heard and discussions held.

Disc Package Schedule Devised for Piel Series

DESPITE last week's reports of a beer shortage, Piel Bros., Brooklyn, which is not affected by transportation problems to the same extent as distributors over large areas, is starting the most elaborate radio schedule in its history. Starting Aug. 2, the brewery will sponsor a five-weekly five-minute program of live music by the Korn Kobblers, musical novelty band, on WJZ, New York, and three quarter-hours weekly by the same talent on four Eastern stations—WICC WDEL WTOP WRAW.

The sponsor has worked out the equivalent of a pre-ban transcribed package musical program. Each station has a set of recordings of pre-ban releases with a separate set of commercials to be cued in during each quarter-hour program. Series will run 20 weeks. Agency is Sherman K. Ellis & Co., New York.

Mitchell Named

EVERETT MITCHELL, pioneer farm commentator, has been named director of agriculture for the NBC Central Division. Mitchell currently is heard on the *Voice of the Dairy Farmer*, sponsored by the American Dairy Assn., Chicago, heard on NBC at 1:45 p.m. each Sunday, and on NBC's *Town & Farm* program, Mondays through Saturdays at 7:15 a.m.

PISCATORIAL PROWESS and an 8¼-pound wall-eye pike were displayed by E. A. Joscelyn, general manager, WCCO, Minneapolis, during the annual fishing trip of KDAL, Duluth, at Kabetogma Lake. Other members of the party were A. R. Root, K. C. Titus and King Painter, Knox Reeves Adv., Minneapolis; Elmer Hanson, KILO, Grand Forks, N. D.; Dalton Le Masurier and Odin S. Ramsland, KDAL.

SELF-CENSORSHIP
At KVOO Is Aided By Poster Warnings

KVOO Tulsa, in an effort to maintain a high standard of self-censorship in the interest of national security, has posted a notice in its studios and waiting room to guard against improper release of information which might prove helpful to listening enemy ears.

The poster warning, according to Wm. B. Way, general manager of KVOO, is primarily concerned with ad lib slips which might possibly be made on guest, quiz, or audience participation programs.

Weather conditions, past, present, or future; any information regarding the movements of the President of the United States; and such information as regards military maneuvers or defenses, are typical taboos on the list.

Record Marker

NEEDLE PLACING on records and transcriptions is made easier with a new marking device called the "Spot-O-Graph". In 10, 12, 16-inch sizes, it is a product of Heroservice, 45 W. 45th St., New York City. Designed in the form of a record, the marking disc bears a minutely graded scale which facilitates picking up the desired music, announcement or sound effect without risk of injury to the record.

EVANS FUR Co., Chicago, has added a new quarter-hour Sunday morning program of music and monologue with Johnny Betts on WMAQ, Chicago. Contract is for 13 weeks. Agency is State Adv. Agency, Chicago.

GREGOR ZIEMER, WLW Cincinnati, has written the words to a new song "The Sentry's Prayer" accepted by Carl Fischer, New York, for early publication. Music is by Anton Billoti, former European concert pianist.

Bowles in Office; To Fight Pressure

New OPA Official to Use Air In Resisting Such Groups

CHESTER BOWLES, radio minded Deputy Administrator of the OPA, will take the air to secure public support against pressure groups seeking selfish advantages which would wreck OPA's effectiveness for the general public good.

Mr. Bowles, former partner of William Benton in the New York firm of Benton & Bowles, gave up the job as head of the Connecticut State OPA to come to Washington as assistant to Prentiss Brown with powers of a general manager [BROADCASTING, July 19]. He succeeds Lou Maxon, head of the Detroit agency bearing his name, who left as OPA's chief executive officer two weeks ago with a blast at OPA for being hampered by "red tape" and "legalistic snarls".

Reminding that he had frequently spoken out on the subject in his "own little neck of the woods", Mr. Bowles said he leaned to the theory that an over-all control of prices was a better method than concentrating control over a few basic items. He said he would sit in with Mr. Brown in shaping OPA policy. "It will be my responsibility to examine and, if necessary, to reorganize each division of the organization," he declared.

Seeks New Talent

People have been too hard on the "professors", he asserted. One thing he learned from 20 months work as head of the Connecticut OPA, said Mr. Bowles, is that no one group has a monopoly on ability, and he declared his intention to get outstanding people from among farm and labor leaders, lawyers, economists.

Other lessons learned on his Connecticut job, he said, are that people cheerfully accept wartime regulations when they understand the need. He promised to use all available channels to educate the public on reasons for various OPA regulations and to make the regulations themselves as simple as possible. On organization, Mr. Bowles has concluded that further decentralization is in order and promises to give local boards the help and authority they need.

Most people are honest, he declared, and promised to justify public respect for the OPA by taking vigorous action against black markets and other abuses.

ARTHUR KRON, secretary, treasurer, and head of radio time and talent activities at Gotham Adv., New York, has been elected president of the Assn. of Export Advertising Agencies. Other officers are Irwin A. Vladimir, president, Irwin Vladimir & Co., vice-president; and Joseph Palmer, executive vice-president of the Foreign Advertising Service Bureau, secretary and treasurer. Thomas M. Quinn was named honorary president.

XUM

Ever stop to think how you tie your shoe? You don't think about it. The habit is so strong you do it automatically—unconsciously.

To people in Southern New England, tuning in to WTIC is a habit as firmly fixed as tying their shoes. Because WTIC has been the leading station in this market for more than 18 years.

The importance of this to advertisers is obvious. Your message over WTIC enjoys the added power of being associated with an established listening habit. In this rich area it reaches more people—more quickly — and at lower cost per thousand.

What is more, the income of WTIC's listeners is far above the national average. They have the buying power to translate sales suggestions into sales action.

The best way to cover one of America's best markets is to use WTIC.

WTIC gratefully acknowledges an award from THE BILLBOARD in recognition of "an amazingly thoro job of public service programing that blanketed every phase of civic effort and war activity."

IN SOUTHERN NEW ENGLAND PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

StatisticalStaticandAdvertisingMedia

(*Continued from page 11*)

3% for men and 12% for women, not 60% as used in the comparison.

The correct comparison then should be 60% coverage with 82.9% sets in use sometime during the evenings at that period of the year, (5 times weekly), as was found in the previous table. Thus, even though we give the papers the advantage of papers distributed as against actual *sets-in-use* sometime during this period, we still find the following comparative picture:

23-State Comparison

Radio		*Newspapers*
18,556,000	Homes	18,556,000
82.9%	Coverage	60%
15,382,925	Available Homes	10,582,938

Radio offers 45.4% more coverage.

Consideration is not given, of course, to the comparison of relative competition within each respective medium, i.e., the total number of advertisements vs. total number of radio programs available. Certainly the number of competitive messages in the newspapers is many times that of similar competition in radio.

And so, we could go on and on into pointless decimal points. We must recall, however, that sales effectiveness per dollar spent is not an inconsiderable measurement in evaluating advertising investment. Certainly radio can stand up under any comparative analysis on this basis. Aside from all dollar cost comparisons, radio enjoys a number of truly amazing achievements. Just to list a few facts:

One hundred and one million radio receivers have been purchased in the past 20 years. This is over 5 billion dollars worth.

There are as many (figures in millions) radio sets as the combined ownership of electric irons, washing machines and toasters.

Nine out of ten homes have radios.

In every sales effectiveness test, listeners reveal that they buy more of the products radio advertised than do non-listeners. And the same studies reveal that the more they listen, the more they buy.

National advertisers know the character of return they get from their advertising dollar. The chart shown reveals their expenditures for national advertising during the years 1937 to 1942. Need more be said?

Time after time, radio reveals its peculiar and personal character in American family life—one advertiser, for example, receives an average of almost a quarter of a million returns on premium offers. The *Grand Ole Opry* of Purina Mills recently offered a free picture of the cast of the program on only two broadcasts, yet 263,820 requests poured in. Small wonder Fred Allen recently quipped that a sneeze over the network brought in thousands of postcards with the word. "Gesundheit," written across each card.

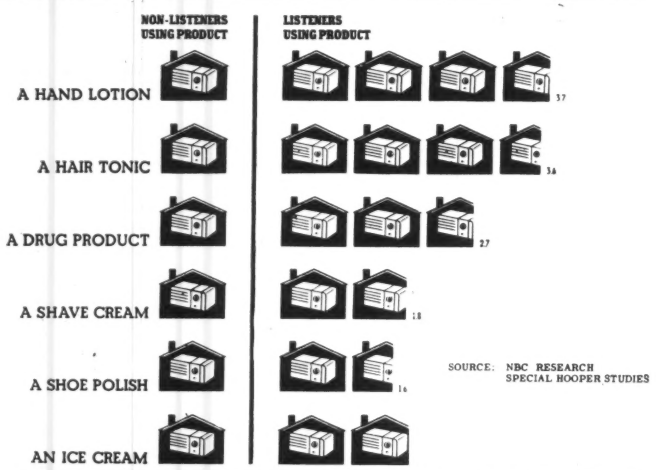
Statistical Static

Yes, radio can defend itself in or out of the clinches. However, we feel that we do a disservice to the whole structure of advertising when we confuse the buyer and arouse doubt and misgiving through statistical static.

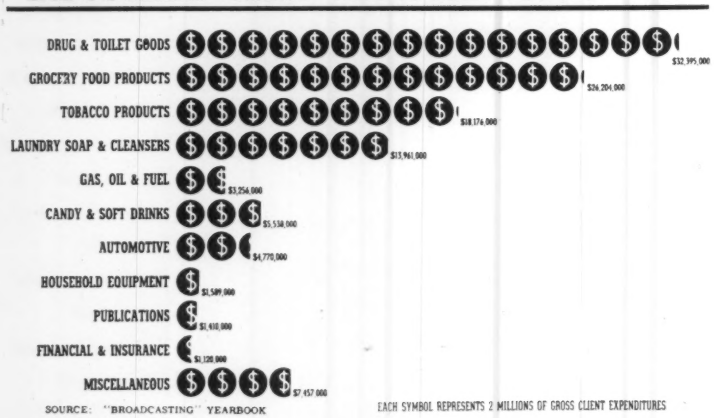
Far-sighted newspapermen know full well that newspapers need neither apology nor decimal point equivocation, they have far too much to offer. In these days there is need for solidarity and unity in the whole business of advertising; there can be no place for doubt, uncertainty, confusion or delusion. Granting always, of course, that forthright, clear-sighted factual competition is a legitimate cog in the machine called democracy.

SURROUNDING Charles B. Brown, director of NBC's Advertising and Promotion department are division heads of the department following office changes to coordinate the several divisions. They are (l to r): Joseph A. Ecclesine, network sales promotion; Marion Myles, creative assistant; Edward de Salisbury, WEAF promotion; Arthur Forrest, public service promotion; Charles F. Hammond, administrative assistant; Irene Kuhn, program promotion coordinator; Barry Rumple, research.

LISTENERS BUY MORE THAN NON-LISTENERS



INDUSTRIES USING NETWORK RADIO—1942



Stoy Spots

A. E. STALEY MFG. Co., Decatur, Ill., last week began a radio campaign for Stoy, a new soy flour product, in eight markets scattered from coast to coast. The quarter-hour transcribed *Sweet River*, five-a-week daytime serial which has been aired for more than a year on seven stations for Staley laundry starch, cornstarch, and Sweetose corn syrup, now will also be heard for Stoy on WJAR WIBX WHP WMBD KTBS WIS KSCJ KFBK. Commercial copy will stress the high protein content of the new product, and its use as a meat substitute. The agency handling the Staley account is Blackett-Sample-Hummert, Chicago.

From Africa

CIVILIANS in this country last Saturday heard on Mutual a program produced by Army personnel from four expeditionary stations in Africa for troops stationed on that Continent. The show was made up of the *G. I. Quiz Show*, produced regularly in Casablanca; a portion of the musical request program from station OUJDA; an excerpt from a British-American variety show emanating from the Constantine station, and an interview with a naval officer who participated in the Sicilian invasion. Capt. Andre Baruch, former announcer, was m.c. of the show, titled *U. S. Army in Africa*.

Beaumont Moves

BEAUMONT Labs., St. Louis, subsidiary of Grove Labs., has just appointed Donahue & Coe, New York, to handle all advertising for its Four-Way Cold Tablets. The company used over 75 stations last year for spot announcements and five-minute programs and this year will use a similar schedule. The agency is currently lining up the fall-winter campaign to start in early October. Donahue & Coe also places advertising in the East and South for Groves vitamin products, and is preparing a 26-week campaign of transcribed spots to start the end of September on an extensive list of stations.

Used Radio Before

EDITOR, BROADCASTING:

I am taking exception to the enclosed publicity note on the R. L. Swain Tobacco Co. Their spot campaign on WTOP is not their first radio venture. We conducted a very successful radio campaign on WBTM in Danville for one year for this company, and boosted the sale of their Pinehurst cigarettes to a new high in this territory.

I am merely giving you this information for your files.

R. SANFORD GUYER,
Manager
WBTM, Danville, Va.

OR WHY ONLY WOOD CAN DELIVER THE WESTERN MICHIGAN MARKET

POPULATION . . . PROGRAMS . . . POWER . . . these are the measure of a station's audience. Apply the "Rule of 3 P's" to Michigan's second market and you will see why WOOD — and only WOOD — can do the job for you in this high wage territory of over a million listeners.

POPULATION

Grand Rapids is Michican's *second* city — *second only to Detroit.* Grand Rapids is larger than Kalamazoo, Muskegon and Battle Creek *combined.* WOOD is in the very center of this populous metropolitan and 25 county area. No station on the *fringe* of this market can possibly deliver this audience. Take a tip from local advertisers, who are on the ground and *know.* The majority, by a wide margin, use WOOD *exclusively.*

PROGRAMS

WOOD is the *only* NBC station in the Grand Rapids-Kalamazoo-Western Michigan area. Naturally the voice of WOOD *dominates* this rich outstate market, because it delivers the programs "most people listen to most" — 9 of the top 10 — 17 of the top 25 (in a recent poll). Surveys show that WOOD is vastly preferred in this industrial-agricultural section. Its audience is THREE times that of the other local station. And in Grand Rapids, Michigan's second largest city, *WOOD has a better than 18 to 1 listener preference over the next Western Michigan station.*

POWER

WOOD is a 5000 watt station, second to none outside Detroit. Its voice of unequalled power from the very heart of the outstate Michigan market, broadcasting a full schedule of NBC programs, is why WOOD is the HOME STATION of this prosperous territory — why WOOD is the Western Michigan station "most people listen to most."

☆

GRAND RAPIDS..NBC..5000 WATTS

Outstate Michigan's Greatest Station

Merchandising & Promotion

Kate Facts—Mammy—Billboard & Clock
Pin-Up Card—Enthuser—Gazette

WAR-MINDEDNESS of the CBS *Vox Pop* program is emphasized in "The Story of Vox Pop," a blue-covered brochure prepared by Voices Inc., publicity agent, which highlights the program's war contributions, listing some of the 100 or more schools, defense plants and military centers from which broadcasts have originated during the last two years. A U. S. map showing locations of CBS outlets is included. Emerson Drug Co., Baltimore, is sponsor.

* * *

Kate Smith Facts

PHENOMENAL FACTS about Kate Smith and her meteoric rise in radio since May 1931 when she first went on the air have been compiled by CBS in a booklet titled "Portrait of a Great American".

* * *

Mammy

MAMMY doll head, done up in big earrings and red shawl and made from a pecan nut, is attached to a promotion piece issued by WWL, New Orleans to draw attention to its coverage and sales ability.

* * *

WA GAzette

CONTACTING agencies, advertisers and listeners, a new house organ, *WA GAzette*, published by WAGA Atlanta, Ga.. derives its name from the station's call letters.

* * *

Wisconsin Network

WISCONSIN NETWORK file folder of Wisconsin Network Inc. contains a map showing coverage of the eight network stations and other detailed market information.

Masterworks

COLUMBIA RECORDING Corp., New York, starting with its August issue of *Coda*, describes the important Columbia Masterworks Records to be played each month on *Masterworks of Music* broadcasts. A total of 65 stations are listed as carrying half-hour programs, the majority on a five-weekly basis, representing approximately 137 hours.

* * *

Pin-Up Card

PIN-UP card sent as an enclosure with a list of all products advertised on the Z-Bar Net, Montana, went to all retail dealers in the network's coverage area. In heavy blue script on a gray background, the card said, "You will never get anywhere in business if you wait for authority to come to you. Real people assume authority; only the dunces wait to have it conferred."

* * *

Enthuser

NEWS sheet of WCSC, Charleston, S. C., originated by Roland Weeks, commercial manager, is to give copy writers and announcers a shot in the arm by showing some of the tangible results of their work, including that for advertisers. The sheet also carries station gossip to its men and women in the service.

Billboard & Clock

SIX new billboards on busy cross sections of the city have been purchased by WHK, Cleveland, each topped by a large clock. Brilliantly colored, a banner carries the legend "Every Hour . . . On The Hour News . . . World Wide . . . Every Hour . . . On The Hour . . . 1420 on your dial." A big microphone and world globe are grouped with the banner.

* * *

Keystone Net

KEYSTONE BROADCASTING SYSTEM is mailing a broadside to agencies and advertisers on the theme, "Major national advertisers are opening a second front via Keystone." The piece is printed newspaper fashion on news stock, carries a news headline and includes reprints of articles on KBS sponsors that appeared in the trade press.

* * *

New WAGA Tieup

WITH affiliation of WAGA, Atlanta, with the Atlanta *Constitution*, morning paper, the newsgathering facilities of the *Constitution* are identified with the WAGA news service. The paper is also sponsoring a daily news broadcast, announcements, a weekly *Turn Back the Pages* feature, and has started a daily radio column.

Three-In-One

CJAT, Trail, B. C., in connection with the showing of the motion picture, "Desert Victory" at Trail, teamed with the theatres and did a wartime actuality and recruiting drive. The station arranged a parade, with program director Frank Fleming using a short-wave transmitter; armaments displayed in front of the theatre were explained by Vic Gray, and a recruiting interview was held with the officer of the Home Guard of the city.

* * *

By Postal

NEW MOTHERS in the Cincinnati area get a government postcard from Miss Brett Howard, promotion director of WSAI, Cincinnati, with a message of congratulations under a drawing of a baby ready for his bath, and recommending that the mother listen to the Heinz Co. *Baby Institute* program on WSAI.

* * *

News Schedule

KEEPING listeners tuned in on KGKO newscasts is the function of a schedule listing all the station's news periods. More than 50,000 copies have been distributed. Newscast list is on one side and the message of a station advertiser on the other.

* * *

Arming America

KMYR, Denver, is mailing 5,000 copies of a broadside titled "Arming America" to clients, agencies and prospects, featuring a recent address before the Denver Chamber of Commerce by Ralph W. Carney of the Coleman Lamp and Stove Co., Wichita, Kan.

NO COMPETITION HERE. Hooper found 63.8% of the families listening to WSPA. And our CBS schedule has skyrocketed since. 22 county–3 state–primary. 1,032,320 population; (75% white). It's an all-time boom market.

WSPA

Serving the Textile South
from Spartanburg, S. C.
5000 watts day,
1000 watts night,
950 kc. Represented by
Hollingbery.

CBS

XUM

ARE YOUR CUSTOMERS LIKE LITTLE NELL?

ALAS... LITTLE NELL—out in the cold... her only sin . . . she lived in one of the many markets on the Pacific Coast surrounded by mountains; thrown out in the cold by advertisers who try to completely cover the Pacific Coast by long-range broadcasting. She's a customer of yours, bring her back . . . embrace her to your bosom. Use the network that leaves no customer out in the cold . . . Don Lee. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station. Don Lee doesn't have to burrow through mountains to get to all the markets. Don Lee is **in** the markets. So are you when you use Don Lee. If your message is important to all the radio families on the Pacific Coast, use the only network with enough stations to do the job . . . Don Lee.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

THE NATION'S GREATEST REGIONAL NETWORK

Bulova Interests In Control of WELI

WNBC Hartford Also Involved With Boston Station

CONTROL of WELI, New Haven and WNBC, Hartford, last week passed with FCC approval from Patrick J. Goode and William J. Sanders, respectively, to Arde Bulova, principal owner of the Arde Bulova Stations which comprise WOV and WNEW, New York; WCOP and WORL, Boston; WPEN, Philadelphia, before acquisition of controlling interest in WELI and WBNC. Amount involved was $2,200 for Mr. Sander's 2,200 shares of WNBC common stock (53%), and $2,150 for Mr. Goode's 2,150 shares of WELI common stock (53%).

Both Mr. Sanders and Mr. Goode informed the Commission in their petitions for transfer of control that the stations had not proved a profitable investment and that a need for cash prompted withdrawal of a part of the investment.

Mr. Bulova, previously a minority stockholder in both stations, now owns 1250 shares (25%) common and 400 shares (80%) of WNBC's preferred stock, and of WELI's stock, 1250 shares common (25%) and 430 shares preferred (86%).

The new WELI stock setup is: Harold A. Lafount, 1,000 shares common (20%), 70 shares preferred (14%); Herman Stutz 50 shares common (1%); F. V. Goldstein, 50 shares common (1%).

Remaining WNBC stock setup is: Patrick J. Goode, 50 shares common (1%); Harold A. Lafount, 1,000 shares common (20%), 100 shares preferred (20%); Rosalyn Ordman, 50 shares common (1%).

'Victory Time' Renewed

LARGEST production of its kind originating in Cleveland, *Victory Time*, on WHK, has been renewed by its sponsor, Thompson Products Inc., for another 13 weeks, according to Lee Clegg, executive president of Thompson Products. *Victory Time* is a half-hour Tuesday evening program.

New Engineering Book

A "RADIO ENGINEERS' Handbook" [McGraw-Hill Book Co., New York, $6] is the most recent work by Frederick Emmons Terman, Sc.D., professor of electrical engineering and executive head, Electrical Dept., Stanford U. Some 2,000 technical articles were reviewed in preparing the manuscript for this summarization of the body of engineering knowledge comprising the basis of radio and electronics. The well documented text makes further study on a particular topic easier for the reader as practically all pertinent literature in English on that particular topic is referred to, eliminating needless thumbing through various indexes.

RADIO premiere of "Bullfrogs and Marines", new war song published by Associated Music Publishers, will occur today on the *Carnation Contented Hour* on NBC. Written by Clarissa L. Aiken and Dorothy Wayman, the song was inspired by the huge bullfrogs infesting the Solomon Islands.

Radio Branch Is Formed By Hillman Periodicals

HILLMAN PERIODICALS Inc., New York, has set up a publicity and radio relations department to channel its story material on the air, allowing for the first time radio dramatization of its material. The firm is negotiating with stations and networks for programs and regular radio series based on features and characters appearing in Hillman publications. Firm publishes 11 magazines in the comic, romantic and mystery field.

Hillman's attitude towards radio is that it is supplementary to and does not compete with the magazine field as a source of entertainment. Publisher is entering into this cooperative venture with broadcasting, with a view to building postwar insurance for circulation rather than to stimulate immediate sales.

Richard H. Roffman, New York newspaperman, heads the department with Kenneth Joy as advertising director. Publications include *Real Romance*, *Real Story* and *Real Confession*, in the women's group; two comic books; *Sensation*, *Real Detective* and *Crime Confession* in the men's mystery category.

Radio Comics Formed

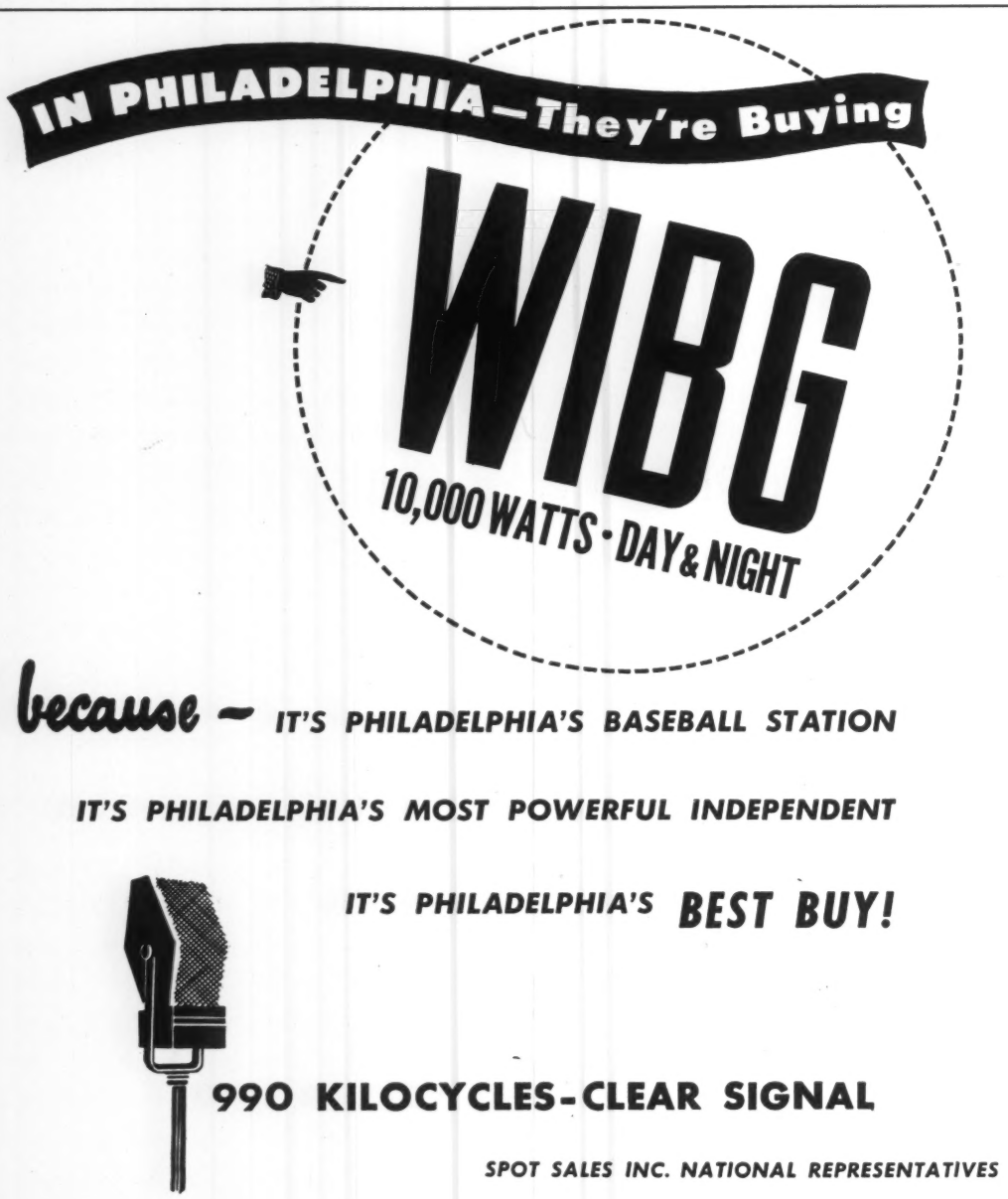
M. L. J. MAGAZINES Inc., New York, publishers of comic books, is entering the radio field with formation of Radio Comics Inc., a production company handling radio and film versions of syndicated comic-strip characters. Publishing firm already has two network programs on the air—*Archie Andrews* on the BLUE, and *The Black-Hood* on Mutual. The first centers around a teen-age youngster, and the second is a mystery with a policeman as the central character. John L. Goldwater, editor-in-chief of the magazine company, is president of the radio group.

Instruments for Army

IN A CAMPAIGN to obtain musical instruments to be used at Army camps throughout the United States, WABC, CBS outlet in New York, has been running a series of announcements urging listeners to mail in smaller instruments such as ocarinas, harmonicas, ukeleles, etc. Those wishing to give pianos, harps, bass fiddles and such can notify the station, which will collect them upon request. A similar appeal on WMCA, New York, made by Lilian Okun recently in *Civilian Defense News* brought in a total of 51 pianos and half a dozen radios. Also an assortment of chairs and sofas with the explanation "something for the boys to sit in while listening".

Cosmetic Placements

IRENE WIGTON Co., Hollywood (leg cosmetics), new to radio, in a 13-week campaign started July 26 is sponsoring participations in programs on KFNF, Shenandoah, Ia., and WDZ, Tuscola, Ill. Firm also is using daily five-minute spots on KWJJ, Portland, and KUJ, Walla Walla. Other stations are being added. Clarence B. Juneau Agencies, Los Angeles, has the account.


IN PHILADELPHIA—They're Buying
WIBG
10,000 WATTS • DAY & NIGHT
because — IT'S PHILADELPHIA'S BASEBALL STATION
IT'S PHILADELPHIA'S MOST POWERFUL INDEPENDENT
IT'S PHILADELPHIA'S BEST BUY!
990 KILOCYCLES-CLEAR SIGNAL
SPOT SALES INC. NATIONAL REPRESENTATIVES

A RUNNER ONCE COVERED 95 MILES A DAY FOR 59 DAYS* —

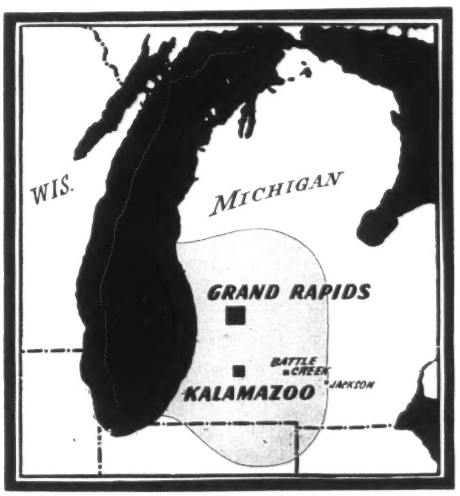
BUT— NO CHICAGO OR DETROIT RADIO STATION EVER COVERED THE GRAND RAPIDS-KALAMAZOO AREA!

Please note that word *cover*. It means a good deal to both you and us. It means that the radio audience in Western Michigan simply doesn't tune to broadcasts that have to come through over 150 miles of bad "fading" terrain. It means that WKZO has the Grand Rapids-Kalamazoo area "sewed up". We *like* that word "cover"!

WKZO has no distance or fading conditions to combat. We broadcast *to* this section, *from* this section. We're heard *all the time*—day and night. Naturally, we're the favorite station hereabouts.

The Grand Rapids-Kalamazoo area is a million-plus market . . . the second-richest market in Michigan. If you want *coverage* here, you want WKZO!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".



WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**Absolutely! If you want to know his name, etc., drop us a line!*

The Battle's

RICHARD TREGASKIS

CLARK LEE

PIERRE HUSS

GRAHAM HOVEY
North Africa

LEE VAN ATTA
Gen. MacArthur's Hdqrs.

JOHN JARRELL
Chungking

JACK MAHON
The Solomons

ART COHN
New Guinea

THOMAS WATSON
London

JAMES E. BROWN
India

JOHN LEE
British Home Fleet

LEO DOLAN
London

PAT ROBINSON
South Pacific

LOWELL BENNETT
London

MICHAEL CHINIGO
Sicily

HOWARD HANDLEMAN
Alaska

JOHN HENRY
South Pacific

RICHARD HALLER
Honolulu

AND MANY OTHERS

and

STA

INTR

XUM

In And I.N.S. Is Out In Front

ROBERT CONSIDINE

With the BIG 4 of Journalism

and a Brilliant Staff of

STAR REPORTERS

FOR ALL-STAR WAR COVERAGE
I. N. S. IS INDISPENSABLE

TERNATIONAL NEWS SERVICE

XUM

Editorial

Freeze Leak

THAT PLAINTIVE wail heard the other day from many of the country's broadcasters was prompted by the FCC decision authorizing a new 50,000-watt daytime station at Corpus Christi, Tex., to Carr P. Collins, of Crazy Water Crystals fame, and Baylor U. It has the industry wondering whether the April 27, 1942 "freeze order" is a device simply to annoint the favored or whether it was intended to speed the war effort by conserving equipment and critical manpower.

We haven't heard of any lack of coverage in the Texas-Louisiana area of the nature that might cause our wartime officials to certify need for a new high-power station. That was supposed to be the only basis upon which new facilities would be granted. We are aware of the contention that no critical material will be entailed because the present Collins border station, XEAW, at Reynosa, is to be moved. But the freeze order covers critical manpower, too, and we surmise that perhaps a strand or two of copper wire, and a replacement part here or there will be needed in reassembling the 50,000-watt transmitter.

Moreover, it was made abundantly clear that the reason the FCC wouldn't license new stations, unless they were needed in the war effort, was because of the appalling shortage of technicians and personnel. In Mexico, the Collins' station, under Mexican law, had to employ a given percentage of Mexican nationals. At Corpus Christi it must draw upon our depleted personnel resources.

Some Strange Aspects

There are many other curious aspects of the grant. The presence of the two sons of Senator W. Lee O'Daniel as stockholders, for example, and the loan of half of the capital ($75,000) to Baylor by Mr. Collins, to be paid back out of anticipated earnings of the station. Then there's the question of placing another 50,000-watt station on 1010 kc., a Canadian I-A frequency.

But all that aside, there is one thing we can't fathom. There are literally dozens of applications pending before the FCC for modification of construction permits. Many of them do not entail critical materials. We know of several where all the equipment is in hand and where the station technical personnel is in position to make the installations. The only result of action by the FCC would be to improve the service to listeners and expand coverage.

Yet in these cases, the FCC has refused to act on the ground that the spirit, if not the letter of the April 27 "freeze" order would be violated. There is the added contention, we hear, that if such grants are made, they would encourage other broadcasters to acquire equipment in one way or another, and perhaps lead to something akin to "black market" purchases.

That to us, is the bunk. If a 50,000-watt station in Corpus Christi is justifiable in these times, and under rather unique auspices, certainly the FCC can authorize a broadcaster to activate equipment already in hand, and ready to go.

This most recent action has set many folks in radio wondering all over again whether something more than an application, duly and properly executed, is necessary to get a grant.

RADIO FOLKS figured they had done a reasonably respectable job in war advertising, with something like $100,000,000 in time and talent contributed during the last year. That turns out to be only half enough. Radio, along with other media, is called upon to double its contribution in the new campaign evolved by the War Advertising Council in cooperation with OWI, as unveiled a fortnight ago in an unprecedented broadcast over NBC to media men, business executives, and agencies congregated at listening centers. After the inspirational talks of the nation's home front battery of Nelson, Vinson, Marvin Jones and Elmer Davis, buttressed by the appeal of LaRoche for the Council, it's a safe bet that the slogan, "A War Message in Every Ad" will be put over, and that advertising's contribution of $250,000,000 last year, will be doubled "as advertised".

The Real Job

DIGITS that dance from one advertising medium to another can be utilized in all sorts of ways by persons adept at the art of digit manipulation. The art was successfully employed recently to reveal radio as a costly medium that brings results far, far below those brought by newspapers.

Charles B. Brown, NBC Director of Advertising & Promotion, has just done a job on a recent bit of fancy figuring on behalf of newspapers (see page 11). The figures appeared in an article in *Editor & Publisher*.

It's all part of the lively competition among the various advertising media. The competition is healthy and nobody is going to suffer any fatal injuries if a set of figures is variously interpreted.

Fallacy behind much of the elastic reading of data is the fact that no common set of standards governs all media. Newspapers have their circulation and readership figures; radio has its percentage figures covering listening. But they can't be reduced to a common denominator because radio's percentage figures are based on individual programs, for the most part. Thus an effort to take a 10% Hooper or Crossley for a program and compare it with a newspaper figure fails to take into account the fact that the figure covers merely one small unit of the day.

Newspapers are following radio's lead in initiating promotion drives designed to sell retailers on medium advantages. In radio's case, the retail field has been neglected because most retail advertising men are space-minded and broadcasters have been so busy selling a comparatively new medium to the nation that they have neglected this particular field.

After the smoke clears, radio and newspapers alike should concentrate on a mutual task—that of inducing advertisers to increase their total appropriations. That being done, then the bars are down and may the best man win.

Our Respects To -

REED MEYERS

FIFTEEN YEARS with one radio station more than entitles Reed Meyers, time salesman and promotion expert, to the honor graciously bestowed when WGN held a luncheon for him July 16 at Chicago's Kungsholm Restaurant. On that occasion, William A. McGuineas, sales manager, and Frank P. Schreiber, station manager, presented Meyers with an engrossed testimonial commemorating the $3,000,000 in sales which he has chalked up during a decade and a half.

Almost slight, slim, alert, and occasionally fiery, the 46-year-old Meyers was born in South Bend, Ind., whence his family made seasonal peregrinations over the U. S. and Canada with Chautauqua, fair and circus promotions. By the time the Meyers family decided to make Chicago its home-base, around 1906, Reed's world was peopled with actors and clowns, trainers and agents, musicians and stagehands. While still attending Chicago's Hyde Park high school he spent his evenings as a box-office assistant in various "loop" theaters and his summer vacations touring Canada as an advance publicity agent for a Chautauqua unit. After several seasons with Redpath, Reed joined Ringling Brothers' promotion staff, but it was through his next job that he was to meet the future headliners of radio. That was in the capacity of a booking agent with Orpheum in Chicago, just prior to World War I.

Meyers well recalls seeing Jack Benny, Phil Baker, Bob Burns and others doing their routines in local theaters to mildly appreciative audiences. Of these present-day radio stars, Meyers says emphatically, "Only such training as they had, can groom talent for the big time." And that brings him to the subject of the future of radio, which he says will be hampered seriously unless radio institutes an "open door" policy to encourage and stimulate talent. He contends that radio listeners are weary of cut and dried formats and that "programming itself must strive for greater diversity and flexibility to entertain."

Reed first applied his flair for entertaining at the age of 20, when he was appointed director of the Liberty theater and of camp entertainments at Camp Grant, Rockford, Ill., soon after the U. S. entered the first world war, and he served in a similar capacity at Camps Sherman and Bowie in the South.

Following the war he turned to theater management, motion picture sales and publicity, industrial films and talent booking. In 1927 Myers promoted one of the first known instances of an authentic show given to further a business interest. This was a three-act

(Continued on page 36)

SQUIBB
True Story
WOODBURY
Tek
REM
PEPSI-COLA
FOODEX
STANBACK HEADACHE POWDERS
Jergens
MEDREX
VITAMINS Plus
Quink
Crosse & Blackwell
RESINOL
MERCIREX
ROYAL CROWN COLA
DENTYNE

WHAT *CAN'T* RADIO SELL?

It's no dark secret that labor is 'tight' in Baltimore. It's a boom town if you ever saw one. If you've ever walked down Baltimore Street at high noon, you know you've seen one!

Can radio be used successfully to scrape the manpower barrel here? Can it 'sell' employment as it sells merchandise? Well, just ask BALTIMORE CONTRACTORS who have found by experience that Station W I T H can get them carpenters, maintenance men and laborers.

How do they get 'em—by buying the station? No sir! Each time BALTIMORE CONTRACTORS WIN A NEW WAR CONSTRUCTION CONTRACT two or three spots daily is all that is necessary to produce the urgently needed manpower!

We mention this unique case of radio 'selling' because it is more corroborative evidence of this fact. You, like the other national 'names' shown in the border, can do a great job in Baltimore with W I T H.

W·I·T·H

—the people's voice in—

BALTIMORE

ON THE AIR 24 HOURS A DAY—SEVEN DAYS A WEEK!

Tom Tinsley, President

Represented nationally by Headley-Reed

Personal NOTES

PAUL HOLLISTER, vice-president in charge of advertising and sales promotion for Columbia in New York City was recently the luncheon-conference guest of George Muscovics, sales production manager for KNX Los Angeles and the Columbia Pacific Network; Jack O'Mara, merchandise manager; Irvin Borders, sales promotion copy chief; and James Cantwell, art director.

SOL J. PAUL, assistant advertising manager of BROADCASTING, and Aileen Phillips, formerly of the Chicago office of Edward Petry & Co., were married in New York Aug. 1.

WILLIAM E. FORBES, executive assistant of CBS New York, has returned after several days conferences with Hollywood officials.

NAT WOLFF, Hollywood deputy chief of Radio Bureau, OWI, returns to his headquarters in early August following 10-day Washington, conferences on new operations setup.

PAT O'HALLERAN, commercial manager of WLDS, Jacksonville, Ill., has been rejected by the armed forces because of an old injury sustained in an automobile accident.

ALINE MOSBY, daughter of Art Mosby, general manager of KGVO, Missoula, Mont., and once a staff member of KGVO, is now on the staff of *Time-Life-Fortune*. She went to New York in June as guest editor-in-chief of the college issue of *Mademoiselle*.

KEN GIVEN, manager of WLBJ, Bowling Green, Ky., is the father of a girl. Mrs. Given, on leave from her announcing duties, is expected to return soon.

Our Respects to

(*Continued from page 34*)

musical comedy, sponsored by the Gulf Coast Realty Co., which played Chicago with an Equity cast and then went on the road. A movie-lecture following the free-admission show lauded the real estate for sale.

Other instances of Meyers' enterprising nature are shown in his association with the late Orlando Marsh, inventor and pioneer in the development of electrical recording and its application to radio, and his partnership with the late Harry Spingold, pioneer producer, said to be the organizer of the first radio acting school in the Midwest. With Spingold, Meyers produced the first dramatic hour out of Chicago, *The Spingold Players*, in 1928. Other "firsts" followed as Meyers developed his theory of "creative selling," until today he has a sales record rarely equalled in the radio business.

Married, Meyers lives on Chicago's north side, where he has a perfect view of his favorite fishing pond, Lake Michigan. Besides fishing, he plays a fair game of golf and has an interest in several active oil wells, demonstrating his own versatility in his hobbies.

HALE AND ACTIVE despite his 78 years is Senator Authur Capper (R.-Kan.), owner of Capper Publications, which include WIBW Topeka. The Senator had a big time at his 36th annual birthday picnic in Ripley Park, attended by some 15,000 children who were his guests. Program director Maudie Shreffler is at his side as he takes part in broadcast entertainment originating from the park bandstand.

BEHIND the MIKE

CLETE ROBERTS, former western division news and special events director of BLUE Hollywood, having been honorably discharged from the Army Air Forces, has returned to the network and is assigned to the thrice-weekly quarter-hour BLUE *Newsroom Review*.

GEORGE VOLGER, assistant manager of NBC Radio Recording Division, Hollywood, is father of a girl.

HELEN PICKENS of the Pickens Sisters, vocal group, has joined the program production department of NBC Hollywood. She replaces Jane Eldridge, transferred to sound effects.

WILLIAM SWEETS has resigned from the production staff of NBC to do freelance work.

REGINALD STANBOROUGH, assistant to Ray Diaz in the BLUE's announcing division, has been inducted into the army.

J. A. McDONALD, legal counsel for the NBC Central Division, Chicago, is father of a girl.

JACK DOWNS, commercial manager of CKPR, Fort William, Ont., is father of a boy.

RALPH PARKER, general manager of CKPR, Fort William, Ont., recently married Kathleen MacDonald of Fort William.

WILF DIPPIE, Montreal manager of Radio Representatives, recently returned from a tour of the Maritime Provinces with the Montreal Repertory Theatre's *Tin Hat Revue* which was put on at a number of Royal Canadian Air Force stations.

ERNEST do la OSSA, NBC personnel director, is father of a girl.

JIM BAILEY has been appointed to the sales staff of WAGA Atlanta. He has been at WSGN Birmingham.

ROBERT W. BUCKLEY, a former field representative with the Ludlow Typograph Co., Chicago, and previously in network sales with CBS New York, has joined the CBS network sales staff at WBBM, Chicago.

John McCarrens Is Dead After Attack by Editor

JOHN McCARRENS, 74, publisher of the *Cleveland Plain Dealer* (WHK-WCLE) who was shot three times by a former foreign language editor and publisher, Herbert L. Kobrak, on July 22 [BROADCASTING, July 26] died in a Cleveland hospital two days after the shooting. Five blood transfusions and removal of a bullet from his abdomen failed to bring recovery.

His assailant, Herbert L. Kobrak, who had repeatedly sought Mr. McCarrens' support in establishing a foreign picture newspaper, committed suicide immediately following the attack and died within an hour. The shooting occurred in Mr. McCarrens' office after an argument between Mr. McCarrens and Mr. Kobrak. Mr. Kobrak left notes which clearly showed he had been planning the murder for some time.

Mr. McCarrens was director and twice president of the American Newspaper Publishers Assn.

Steingut May Run

IRWIN STEINGUT, a member of the board of directors of WLIB, Brooklyn, is being mentioned as a candidate for the Democratic nomination for lieutenant governor of New York State, if an election is held to fill the office. Mr. Steingut had not indicated last week whether he would accept the nomination. Minority leader of the Assembly since 1930, with the exception of one year when he served as Speaker, Mr. Steingut has represented the 18th Assembly District of Brooklyn over a decade.

Schuss Promoted

NEW general manager at KEVR, Seattle, is Al Schuss, known in radio as Alan Hale. Since 1928, Mr. Schuss has been associated with KJR, key station with the now extinct American Broadcasting Co.; CBS, Chicago; WISN, Milwaukee, and WJJD, Chicago, as account executive, producer, salesman and idea man. This year he has been director of research-advertising at KOMO-KJR, also broadcasting a nightly sports roundup.

KPAS Sales Office

KPAS, Pasadena, has established sales offices in the Wm. Fox Bldg., 608 S. Hill St., Los Angeles. Telephone is Tucker 9159. John Akerman, commercial manager is in charge. Howard Bell, program manager of the station, is also account executive. Carl Saunders has been elevated to chief announcer of KPAS.

G-E Names Cordiner

RALPH J. CORDINER, who resigned in June as vice-chairman of the War Production Board, has been appointed assistant to the president of General Electric Co., New York. Mr. Cordiner was formerly president of Schick Inc., Stamford, Conn., and prior to that was manager of the appliance and merchandise department of G-E.

WINX Staff Changes

ADDITIONS to the announcing staff of WINX, Washington, are Alan Burke and Howard Tinley, from WITH and WCAO, Baltimore, while Harold Gray is on a two months' leave. The engineering staff has been augmented by Harry Katz, Henry Lee McNeace and John W. Campbell. Gardner Francis, who succeeded Howard Stanley as director of promotion and publicity for WINX, is a former Baltimorean and was at one time managing director of the Maryland State Chamber of Commerce.

GRACE WILCOX, former Hollywood columnist, is now news editor and commentator on KPRO, Riverside, Cal. Franc Dillon, also a former Hollywood fan magazine writer, is doing publicity and writing commercials.

JACK O'CONNOR, promotional director of WRBL, Columbus, Ga., last week returned home after an appendectomy, and is now doing a *Musical Clock* remote from his apartment bedside.

ALLAN HUGHES, KOA Denver, has been shifted from announcing to sales promotion. Victor Roby, Jackson, Miss., replaces him.

SGT. WILLIAM GRISKEY from KYW Philadelphia is writing, producing and announcing the 99th Review Divisional radio shows aired from Camp Van Dorn over WSKB, McComb, Miss. Sgt. Griskey serves as entertainment director for the 99th Division.

JOHN WILSON has been transferred from the CBS shortwave production and announcing staff to the post of assistant director in CBS network operations.

GEORGE PUTNAM, NBC newscaster, is praised in a recent issue of *The Signal Corps Message*, official publication of Fort Monmouth, N. J., for the simplicity and directness of his delivery.

ROBERT BODDEN, new to radio except for dramatic work at WTMJ and WEMP, Milwaukee, has joined WKBH, La Crosse, Wis., as announcer.

SID SAUNDERS has left KMOX St. Louis, to join the Red Cross as assistant recreational director.

BILL HEDGPETH, announcer, is leaving WFNC, Fayetteville, N. C. to join WDNC, Durham, N. C.

MICHAEL MARLOW, 16, has joined WMRN, Marion, O., as announcer. He previously did one-a-week turns on WHK-WCLE, Cleveland.

FRANK CARSON has joined the announcing staff of WSB Atlanta.

HOWARD PARENT has joined KWIL Albany, Ore. as announcer-operator.

BOB SHANNON, joins WTMJ and W55M Milwaukee, as announcer. He has been with WTAQ Green Bay and WHBY Appleton.

ENSIGN WARD QUALL, USNR (on leave from the commercial announcing staff of WGN Chicago) announced the play-by-play account over WRNL Richmond, of a recent exhibition game between the Norfolk Naval Training Station nine and the Boston Red Sox at Norfolk.

CHARLES E. LOGAN has resigned as director of special events at CBS Chicago, to join the Radio Outpost Division of the OWI. Logan, a special correspondent for Transradio Press before joining CBS in 1938, has also had experience in the news and radio field as publisher and producer.

Many men with a sound background in radio are looking forward to television as the next great industry to present outstanding opportunities.

For individuals with experience in radio, the operation and ownership of telecasting studios will open a whole new field of opportunity.

Farnsworth was a pioneer in the creation of electronic television . . . and Farnsworth continues to lead in developing both the technical and the commercial possibilities of the new science. Preparing the huge audience and the future sponsors is the primary job of all our advertising today.

Our current production goes 100% into precision devices that serve as the eyes and ears of our armed forces.

But when peace comes, we will be ready and uniquely fitted to discuss the whole subject of television transmission and maintenance, and equipment that will be the culmination of more than 17 years of improvement over our basic inventions.

Technically, television is ready. Peace will free it to the world — with boundless opportunities for those who choose to grasp them.

HAVE YOU READ the current Farnsworth Television advertisement, appearing in July *The Atlantic*, July 19th *Time*, July 24th *The New Yorker*, July 26th *Life* and *Newsweek*?

FARNSWORTH TELEVISION

ARMY E NAVY

• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

JIM BARRY, formerly of WCSC, Charleston, S. C., and WIOD, Miami, Fla., has joined WPDQ, Jacksonville, as announcer and producer.

WELDON ROBERT MARTIN is the news editor of KGVO, Missoula, Mont., replacing Hal Moon, resigned.

JOSEPH DERBYSHIRE, producer of KYW, Philadelphia, and Alice Regan, vocalist, are to be married Aug. 2.

EDITH SHARPE has joined the continuity department of CKWX, Vancouver, coming from CKMO, Vancouver.

HAL PARKES, baseball newscaster of KROW, Oakland, Cal., is doing a twice-weekly by-lined sports column for the local *Post Inquirer*.

BILL BOHACK has been promoted to chief announcer of WPAT, Paterson, N. J.

NATE EGNOR, formerly with WJPF, Herrin, and WSOY, Decatur, Ill., has joined WLDS, Jacksonville, Ill., as announcer-salesman.

'QUEENIE' Bogat formerly with the Leeford Adv., New York, has joined Davis-Lieber, New York publicity firm, as assistant to Carl Post.

JOHN CAREY, CBS manager of building operations, is father of a baby boy.

LARRY SMITH, San Francisco commentator, has replaced Fleetwood Lawton for six weeks on the latter's four-weekly NBC quarter-hour commentary. Lawton, currently on tour of war theatres abroad, returns to series, sponsored by American Home Products Corp., on Sept. 13.

ETHEL SHAPIRO, and Richard Sterne, both new to radio, have joined the music department, and the script-continuity department respectively of WLIB Brooklyn. Noretta Brown, of the traffic department, is taking over the duties of continuity director until September, when Joan Sack, is expected to be recovered from an illness.

JOE O'BRIEN, announcer of WMCA New York, is the father of a baby boy.

JOAN MEARS, traffic department of CKPR, Fort William, Ont., has joined the Women's Division, Royal Canadian Air Force, and is stationed at Rockcliffe, near Ottawa. She is succeeded by Berna Gareau.

CAPT. FRED PAUL JOHNSTON of the Canadian Broadcasting Corp. Overseas Unit recently married in London, England, leading airwoman Jacqueline Mary Johnston of Altona, Man. Capt. Johnston is now on duty in the Mediterranean theatre.

W. J. McPHERSON of the Canadian Broadcasting Corp. farm broadcasts department, Toronto, is father of a boy.

PETE de LIMA, news analyst of KFI-KECA, Los Angeles, during six week absence of Fleetwood Lawton, has taken over the daily quarter-hour commentary program sponsored by McMahan Furniture Co. Lawton, now in England, returns in early September.

IRVING ZIELINKA, chemical engineering student attending the NBC-UCLA radio institute, has joined the network's Hollywood staff as junior announcer.

ART GREEN has shifted from WMCA to WINS, New York, where he continues to conduct his record program *The Magic Carpet*. Other new announcers are Quentin Gulliver, of WOV, New York, formerly of WNAC, Boston; Ted Mallie, of WPAT, Paterson; and Steve Garrett, of WBYN, Brooklyn. Sidney Schectman, news editor, has been inducted into the Army.

DON KELLEY, sales promotion manager of WLS, Chicago, is the father of a girl.

CAUGHT BY CAMERA at the recent luncheon in Cincinnati for the 7th District meeting of the NAB were (l to r): Neville Miller, NAB president; Rep. Brent Spence, (D-Ky); Nathan Lord, WAVE, who presided; Rep. Brown (R-Ky.); James D. Shouse, vice-president of the Crosley Corp.

CBS Names Joan Lane

JOAN LANE, acting CBS trade news editor for five months, has been named trade news editor for the network, according to George Crandall, CBS director of the press information department. Joining CBS in May, 1942, as a member of the magazine division of the CBS publicity department, Miss Lane was formerly assistant to Ralph Gleason, CBS trade news editor, prior to his resignation to join the Overseas Branch of the OWI. Before joining CBS, Miss Lane was a feature writer for *Young America* magazine.

Crosley Staff Changes

JACK BELL, WLW announcer has been transferred to WLW Promotions Inc., where he manages the Boon County Jamboree units at county fairs during fair season. Filling his job on the production staff is Bob Fuller, announcer, who in turn is replaced by Bob Merryman, from WISH, Indianapolis, where he was production manager and on the sales staff. Joining the Crosley continuity staff is David A. Brown, from KCMO, Kansas City, where he was continuity editor and later promotion-publicity director.

KORN Changes

LUMIR URBAN has replaced Jack Luther as general manager of KORN, Fremont, Neb., while Chester Dall has been appointed KORN chief engineer, replacing Bill Baldwin, now in the Army. Other personnel additions include Richard Coffey, news and special events editor, H. S. Benedict, sales promotion, and Paul Robinson, engineer.

Book Spots

KENMORE PUBLISHING Co., New York, last week started a twice-weekly five-minute program on WOR, New York, to promote *Mathematics Made Simple*. Radio schedule may be expanded. Firm has concluded an extensive spot campaign on 100 stations for a test book for servicemen. New agency for Kenmore is Weiss & Geller, New York.

ANN FORD, former CBS Chicago publicity writer and later a reporter on the *Chicago Tribune*, has joined the foreign branch of the OWI in New York. Her husband, Lieut. (j.g.) Robert Doyle, now stationed at Quonset, R. I., was a continuity writer at WGN, Chicago.

G-F Appropriates Funds For Birdseye Spot, Net

FROSTED FOODS Sales Corp., New York, subsidiary of General Foods, has appropriated $600,000 for a campaign to promote Birdseye ovenbaked beans, using some spot radio in New England, as well as extensive newspaper and magazine schedules. Agency is Young & Rubicam, New York.

Birdseye will sponsor a new weekly half-hour network variety show in fall if plans materialize. Negotiations are under way with MGM for permission to let Judy Garland, vocalist-actress, head the program. She would be supported by a name orchestra and guest talent. Deal is being worked on by Young & Rubicam, New York agency servicing the foods account.

T. O. Wiklund

T. O. WIKLUND, 34, supervisor of actuality broadcasts for the Canadian Broadcasting Corp., died at his Toronto residence July 25 after a long illness. He had retired from radio in April. Born in Peterborough, Ont., he was a druggist by profession, studied to be an engineer, and was a versatile musician. His first radio appearance was in Syracuse, when as a member of a dance orchestra he subbed for an announcer who failed to show up at an important meeting. He joined CKTB, St. Catherines, Ont., as announcer in 1933, and went from there to CKOC, Hamilton, Ont. In 1937 he joined the CBC as announcer, was appointed to the actuality broadcast staff in 1939, did actuality broadcasts for the tour of King George and Queen Elizabeth to Canada and the United States. He is survived by his widow, the former Helen Gray who was on the staff of CKOC and whom he married in June 1935.

Morris Survives Sinking

CHICK MORRIS, former director of news and special events of WBZ, Boston, and now a lieutenant in the Navy, was among the survivors of the USS *Helena* when that vessel was sunk in the first battle of Kula Gulf in the Southwest Pacific.

RALPH WENTWORTH, field representative of Broadcast Music Inc., left New York July 26 for an extended trip through the West, to visit BMI member stations in Omaha, Denver, Salt Lake City, Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane.

CANADIAN POWER INCREASE TABLED

POWER INCREASES for all Canadian broadcasting stations, safeguarding of Canadian channel rights under the Havana Treaty and a fair exercise of control over private broadcasting stations by the Canadian Broadcasting Corp., recommended by the Parliamentary Committee on Radio Broadcasting, were tabled July 22 by chairman Dr. J. J. McCann in the House of Commons at Ottawa.

The Committee also recommended more colorful and realistic news broadcasts and commentaries, the strengthening of the CBC Board by appointing persons selected because of outstanding ability and genuine interest, and the continuation of forum type broadcasts.

The report referred to "the existing good relations between the CBC and the privately-owned stations" and pointed that the private stations function usefully.

New Arrangers Scale

PLAN FOR INCREASING wage scale of arrangers and copyists employed by New York music publishers has been agreed to by the New York local of American Federation of Musicians (802) and Music Publishers Protective Assn., the union reported last week, with the contracts now being prepared for signature. A compromise from the 15% demands of the union, the new plan calls for an immediate increase of 10% to become effective with the expiration of present contracts in September. An additional increase of 5% to be given at the end of a year. Plan also provides that if the Little Steel formula limiting wage increases should be discarded, the union can call for negotiations for further increases in scale.

Kate Smith Disc Repeat

KATE SMITH'S daytime program, heretofore heard live on CBS, will be transcribed and aired at a later time by eight CBS outlets. General Foods, the sponsor, granted permission for the delayed broadcast after it was found that certain stations included in the recent expansion of the series to the full network could not fit the program into the noon period. Agency is Young & Rubicam, New York.

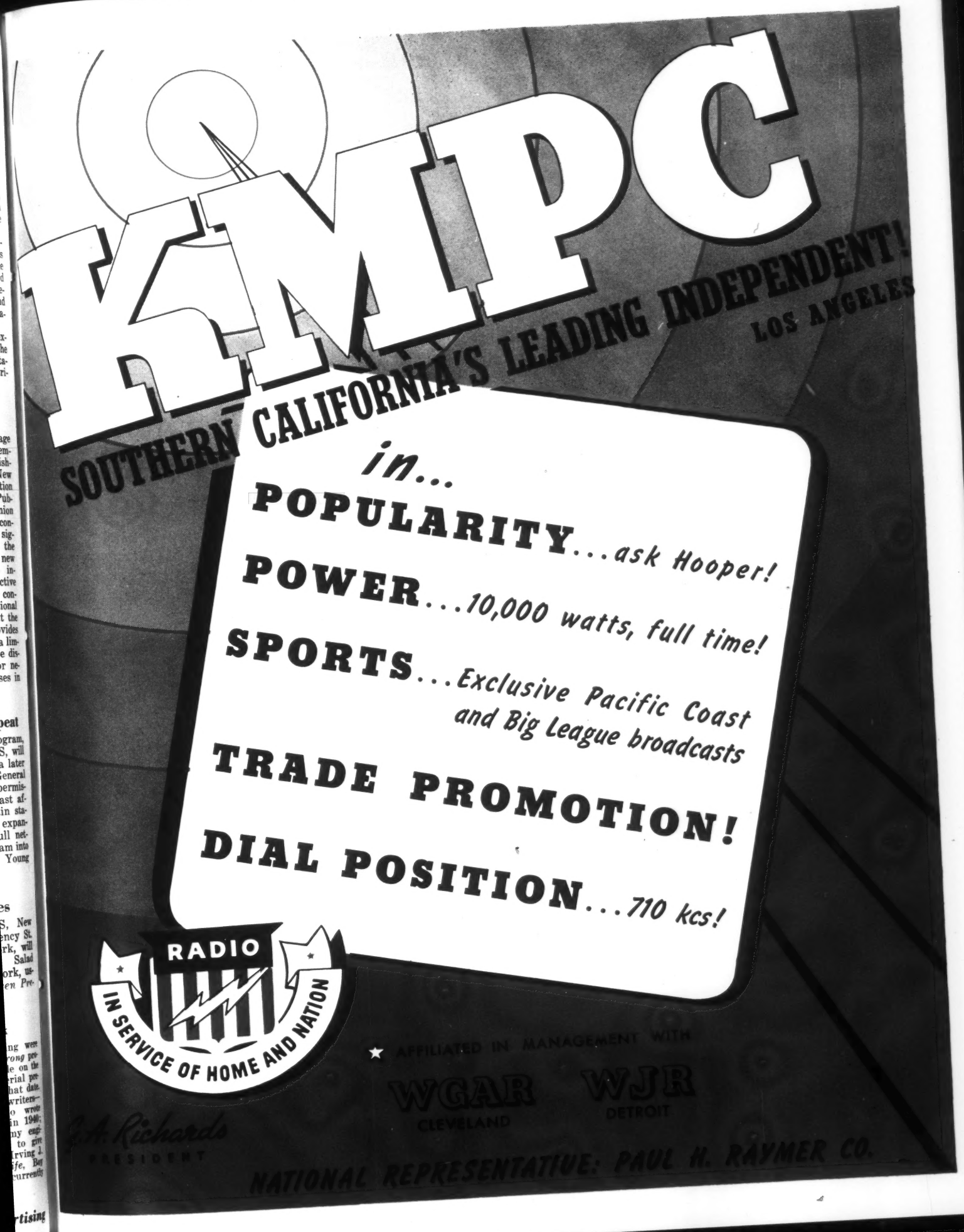
Condiment Series

C. MATTELAGE SALES, New York, through its new agency St. George & Keyes, New York, will promote You-All French Salad Dressing on WOR, New York, using participations on *Pegeen Prefers* for 30 weeks.

Ten Years for Jack

TEN YEARS of broadcasting were completed by the *Jack Armstrong* program with the July 30 episode on the BLUE. The General Mills serial presented its 2,220th script on that date. The series has had three writers—Talbot Mundy, novelist who wrote the scripts until his death in 1940; Colonel Paschal Strong, Army engineer, who resigned recently to give fulltime to war duties, and Irving J. Crump, editor of *Boys' Life*, Boy Scout publication, who is currently writing the shows.

XUM


KMPC
LOS ANGELES
SOUTHERN CALIFORNIA'S LEADING INDEPENDENT!
in...
POPULARITY...ask Hooper!
POWER...10,000 watts, full time!
SPORTS...Exclusive Pacific Coast and Big League broadcasts
TRADE PROMOTION!
DIAL POSITION...710 kcs!
RADIO
IN SERVICE OF HOME AND NATION
★ AFFILIATED IN MANAGEMENT WITH
WGAR CLEVELAND
WJR DETROIT
G. A. Richards PRESIDENT
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

AUDIENCE

● In Metropolitan Cleveland alone WTAM has 39% of the daytime audience and 49% of the evening audience as against 25% and 26.2% for the next station. In Akron, Youngstown, Canton, Massillon and other cities of WTAM's Primary Area the preference is even greater and in the rural areas, overwhelming. Yet the cost of WTAM is only $.000073 per family.

* *Hooper Index, March-April 1943*

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Code Provisions Cited In Labor Union's Discs

LABOR UNION sponsorship of transcriptions at commercial rates has prompted the NAB Code Compliance Committee to issue a statement classifying such broadcasts as controversial and therefore subject to the code provisions on controversial public issues. These provisions call for the allotment of free time to the opposing sides or opportunity for debate on forum programs which may be sponsored.

The transcriptions involved are those of the United Automobile Workers and the CIO, which are part of a drive announced by the organizations for the purpose of cultivating opinion favorable to union aims, in Congress and among the public.

In the NAB bulletin, dated July 23, Willard D. Egolf, assistant to the president and acting secretary to the Code Compliance Committee, wrote as follows:

Manifestly any movement to influence public opinion on the subject of the actions of Congress is not "broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office or in behalf of or against a public proposal which is subject to ballot." Therefore broadcasts of this nature should not be classed as political under the Code, nor should they be presented on paid time.

Station management should accept the responsibility of considering this matter as a controversial issue and allot time to both sides or schedule it on a public forum broadcast, if consistent with the public interest.

Tiny Tube Study

DR. L. GRANT HECTOR has been appointed production consultant on miniature tubes in the Radio & Radar Division of the WPB to increase production and improve quality of these receiving tubes through coordinated efforts of manufacturers, it was announced last week by Ray C. Ellis, director of the Division. Dr. Hector was formerly chief engineer of the National Union Radio Engineering Co., Newark. Dr. Hector has asked manufacturers to study particular problems.

FULTON LEWIS jr., returns to MBS Aug. 2 after a two-week vacation on his Maryland farm. Ray Henle, *Pittsburgh Post-Gazette* Washington correspondent, substituted during his absence.

in the CONTROL ROOM

DANIEL M. BOONE, technician of KFOX, Long Beach, Cal., has reported for Army duty.

CHARLES STOCKDALE, KDYL Salt Lake City, has been placed in charge of engineers.

HARVEY VOSS, KMOX, St. Louis, engineer, has been inducted into the Army.

BILL MOATS, WSB Atlanta, control room operator, is father of a boy.

RAY RODGERS, master control engineer of WFIL, Philadelphia, has been commissioned a warrant officer in the Marine Corps.

NORMAN ALSETH and Robert Kulz have joined the technical staff of WTMJ-W55FM, Milwaukee.

Walter V. Russ

WALTER V. RUSS, manager of the marine division of the Mackay Radio & Telegraph Co., died July 26 at his home in Lynbrook, N. Y. Mr. Russ was an assistant radio inspector some years ago for the Dept. of Commerce, at the time serving as radio regulatory agency. He joined the Mackay organization, an affiliate of the International Telephone & Telegraph Corp., in 1935, becoming manager of the marine division two years ago.

G-E Names Gillen

W. B. GILLEN has been appointed manager of manufacturing of the tube division of General Electric Electronics Dept. and will be responsible for all GE tube production at Buffalo, Cleveland, Lynn and Schenectady, it was announced last week by Dr. W. R. G. Baker, vice-president in charge of Electronics.

'Electronics at Work'

WESTINGHOUSE E. & M. Co., Pittsburgh, is using the title "Electronics at Work" for an educational motion picture recently released and also for a new 44-page booklet. The movie explains the six basic functions of electronic tubes and shows how each type of tube is used in some of the latest industrial and military applications. Illustrated and described in the new booklet are the electronic applications in industry, in war and in the home.

FOR FM Fine Music

In KANSAS CITY it's "COMMERCIAL RADIO'S"

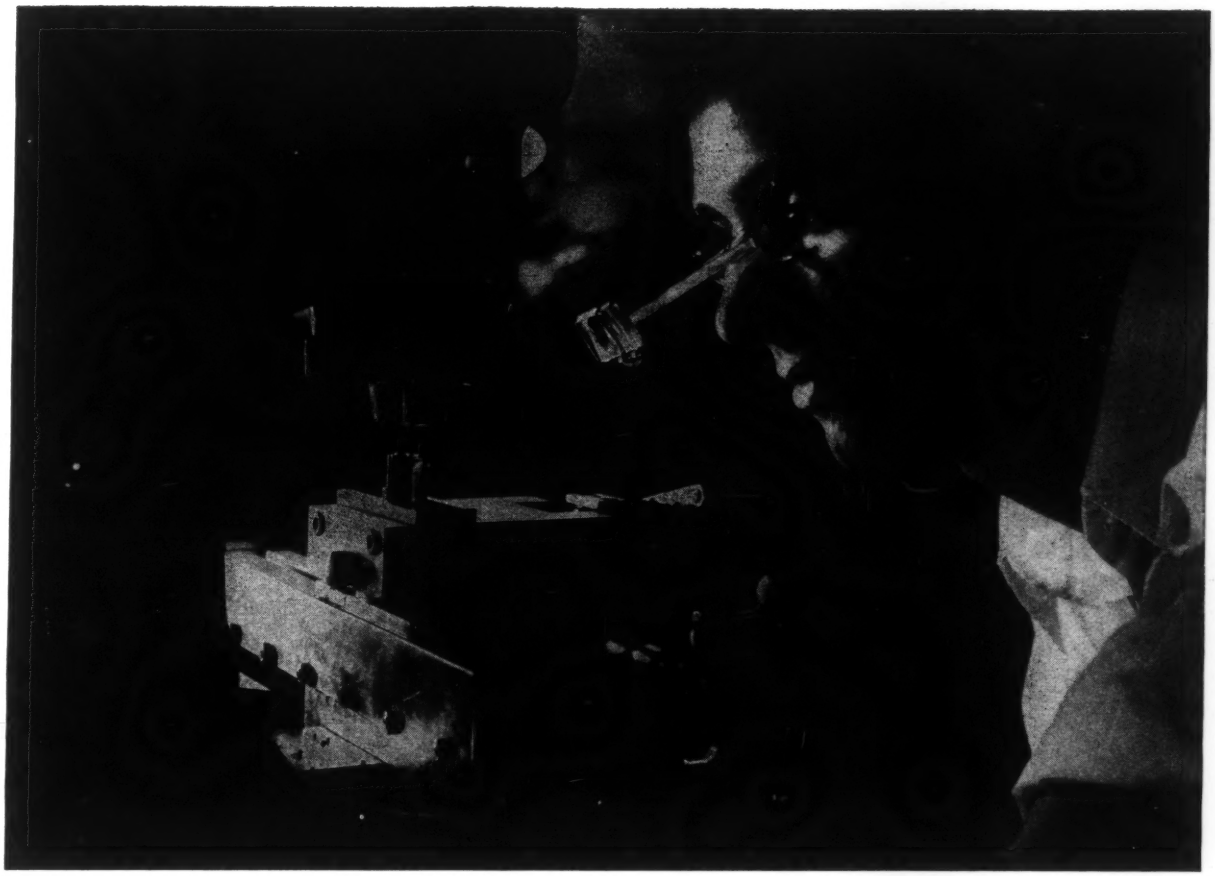
K49KC

K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION

Owned and Operated by

COMMERCIAL RADIO EQUIPMENT COMPANY

XUM



Casting the die of Precision

● Sylvania Radio Tube precision begins with the tool- and diemaker. A graduate from our own apprentice school, he magnifies the pattern of precision on his drill press 10 times by means of high-power spectacles.

All dies and machine tool heads for the production of Sylvania Radio Tube parts are made by specialist-toolmakers in our own tool shop.

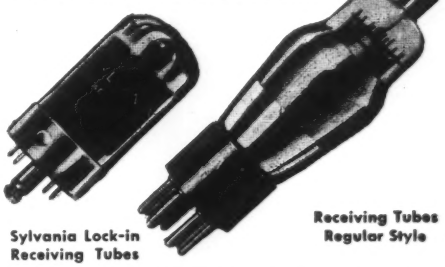
The training of experts for this private shop – to service exclusive machines and tools designed by our engineers – is our best guarantee of the continuity of Sylvania precision quality.

From the toolmaker who patterns precision to the inspector who okehs a radio tube for shipment – the same painstaking care of the specialist goes into every step of production.

This step-by-step specialization produces radio tubes of the highest quality. It is the reason why you can sell Sylvania Radio Tubes with confidence.

And anyone who holds a Sylvania franchise knows, from experience, that specialization also means good business.

IT PAYS TO SELL SYLVANIA



Sylvania Lock-in Receiving Tubes

Receiving Tubes Regular Style

RADIO DIVISION **SYLVANIA** **ELECTRIC PRODUCTS INC.**

Emporium, Pa.

Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes, Electronic Devices

"MAGIC!"

is their word for it

We damn well know it won't win the war . . . *but* if your boy is in there pitching it's encouraging to know the Hits of Broadway and Main Street are delivered right to his foxhole.

How? With Presto Recordings and Playbacks. Whether he's with MacArthur, Eisenhower, Spaatz, or training on home grounds, Presto Equipment is bringing him the latest from Home—music, news, songs, entertainment . . . recorded while "live" and rebroadcast to him between battles. That goes for the Navy, too!

And when Presto Recordings and Playbacks are not dishing out the "jive" they're drilling in the facts of fighting—training troops, broadcasting orders, recording operational data, and a lot of other things we won't talk about.

"Magic!" is the word the boys have for it. But to you it's just plain Presto! . . . trade name of all that's finest and best in Sound Recording.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Fruit Account Not Open, No Replacement of Show

NO IMMEDIATE replacement for *Today at the Duncans*, Sunkist thrice-weekly serial terminated in July, has been contemplated, according to an announcement by Russell Z. Eller, advertising manager of the California Fruit Growers Exchange.

Reports have been circulating from time to time that the Sunkist account was "wide open", according to Mr. Eller, who confirmed that the show is not going to be replaced at present and that the account is not open [BROADCASTING, July 26]. Agency is Foote, Cone & Belding, Los Angeles.

Gracie Fields Pickups

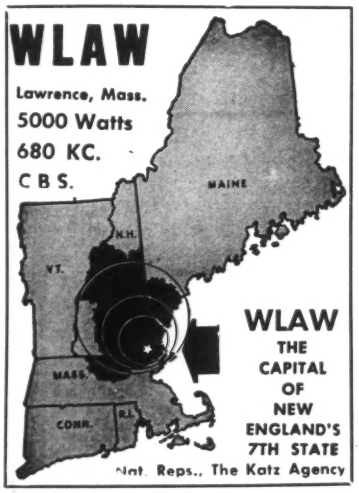
ARRANGEMENTS have been made for pickups of Gracie Fields from Army camps and factories in England this summer for broadcasting by MBS, Miller McClintock, Mutual president, announced last Tuesday at a farewell cocktail party for Miss Fields. She is to broadcast on the network when she returns to this country in the fall. Series, sponsored by American Cigarette & Cigar Co., New York, for Pall Mall cigarettes, has been heard on the BLUE. Agency is Ruthrauff & Ryan, New York. Summer programs, picked up whenever feasible but on no fixed schedule, will be sustaining.

Job Co-Op Series

BEARING out the trend among war industries to use radio to recruit much needed workers [BROADCASTING, June 21, p. 20], five war plants and a laundry in New Jersey are participating in a six-weekly program on WPAT, Paterson, combining news of job opportunities with news flashes and music. Program acquired three sponsors only a few days after it started, and recently expanded to three-quarters of an hour to accommodate participations.

Seydel to Test

SEYDEL CHEMICAL Co., Jersey City, manufacturers of Subenon, a proprietary medicine for arthritis, will test on WMCA, New York, starting in September. Firm will use 17 announcements weekly for 13 weeks. Agency is Victor Van der Linde Inc., New York.



Studio Notes

KDKA, Pittsburgh, has put its *Bondwagon* on the trail for its second annual trek around the countryside to sell war bonds. First stop of the 1943 itinerary was in Monessen, Pa. Station Manager Joseph E. Baudino guides the Bondwagon on its tour. The Saturday night programs devoted to the cash sales (no pledges) of War Bonds will continue until the end of October.

WFIL, Philadelphia, has acquired the special AP radio news wire through Press Assn.

WIOD, Miami, came to the rescue of patients of the American Air Forces regional station hospital, Coral Gables, Fla., with a plea on the *Singing Keyboard* program which produced 38 radio sets for the radio-hungry boys.

WPAT, Paterson, N. J., will move from its present headquarters at 115 Ellison St., Paterson, to larger offices and studios at Church and Broadway Sts., about Sept. 1. Building will be known as the WPAT Bldg.

STUDIO AUDIENCE contributed over 5,000 records to the armed forces for admission to a broadcast of John Gambling's musical program on WOR, New York.

SIX CANADIAN stations have signed for *The Funny Money Man* script series produced by Allen A. Funt, New York. They are WSJS WJHL WEBC WJDX CKLC CKWX.

WSAI Cincinnati donated time for play-by-play broadcast of a baseball game in Cincinnati July 28, receipts of which went to the Red Cross and charitable organizations. Game was between a picked team of major league players from the Boston Braves and Cincinnati Reds, and the Great Lakes Naval team.

Hon. Ted Fisher
Ruthrauff & Ryan
New York City
Dear Ted:

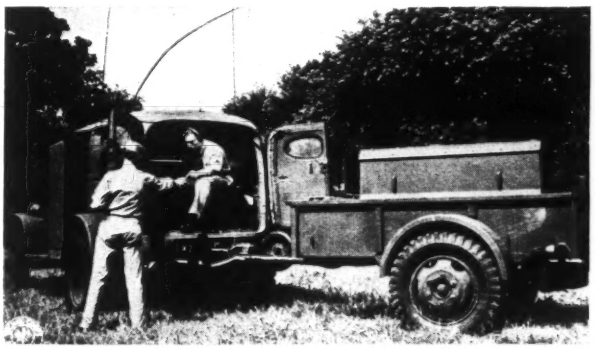
There are a lot of Victory gardeners who haven't the time, patience, equipment or knowledge to do their own canning so here's what we're doing. Located as we are in the largest auditorium in the state, we're turning it into a canning center in cooperation with the County farm agent. If you want canning instruction or help with a particular canning problem, you can come to WCHS and get it free. If you don't want to be bothered canning at all, just bring your produce to WCHS and we'll can it for you for a couple of cents a quart and thus relieve you of all the fuss and bother. How's that for public service? Ever hear of anything like it? Come on down, Ted!

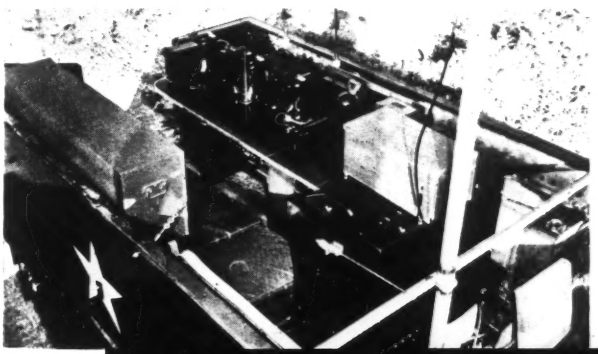
Regards *Yrs.*
ALGY

Algy

WCHS
Charleston, W. VA.

WINNING THE BATTLE OF COMMUNICATIONS!





Mobile communications units assembled by Hallicrafters are helping to win the battle of communications on every fighting front. They are built to endure the rigors of modern warfare . . . The consistent performance of SCR-299 has been highly praised by leading members of our armed forces for its adaptability in meeting all the requirements of combat duty . . . A phrase best describing the SCR-299 was given when a leading military authority said, "It is to communications what the jeep is to transportation."

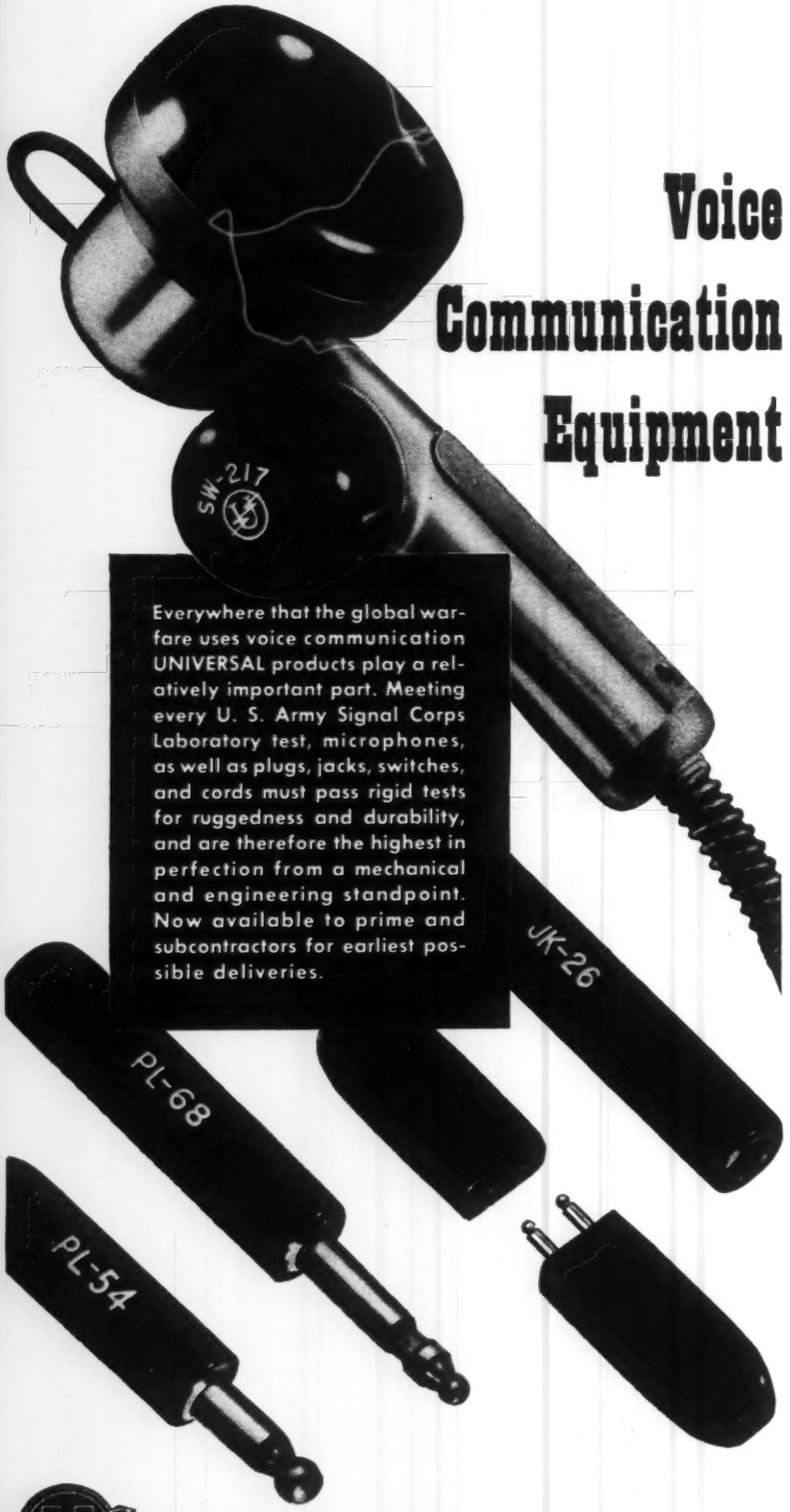
hallicrafters

CHICAGO, U.S.A.

ARMY NAVY E

BUY MORE BONDS

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE COMMUNICATIONS EQUIPMENT



Voice Communication Equipment

Everywhere that the global warfare uses voice communication UNIVERSAL products play a relatively important part. Meeting every U. S. Army Signal Corps Laboratory test, microphones, as well as plugs, jacks, switches, and cords must pass rigid tests for ruggedness and durability, and are therefore the highest in perfection from a mechanical and engineering standpoint. Now available to prime and subcontractors for earliest possible deliveries.

UNIVERSAL MICROPHONE CO. LTD.

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA
CANADIAN DIVISION, 560 KING STREET W., TORONTO 2, ONTARIO, CANADA

Agencies

HARRY R. WHITE, associate production director of Leo Burnett Co., Chicago, and before that production manager of H. W. Kastor & Sons, Chicago, has joined Grant Adv., Chicago, as production manager.

ANNE PILLION, former copywriter of John Barrows Co., Denver, and before that with McCann-Erickson, Denver, has joined the copy staff of McCann-Erickson, Chicago.

KARL KAUFMANN, former merchandising service representative of *This Week* magazine, Detroit, and previously in the sales promotion department of Kellogg Co., Battle Creek, has joined the food products merchandising department of McCann-Erickson, Minneapolis.

RICHARD T. NEY, recently with the industrial division of RCA-Victor, and once with N. W. Ayer Agency, is now with Lawrence I. Everling Adv. Agency, Philadelphia, as head of the industrial advertising division.

SAUL BETENS has resumed duties as president of Betens Adv., New York, after a leave. Agency has moved from 522 Fifth Ave., to 18 East 41st St.

WILLIAM McHALE, formerly with Buchanan & Co. copy department has joined Kayton-Spiero Co., New York, as copy chief, a new position.

CARL STANTON has joined Blackett-Sample-Hummert, Chicago. Formerly radio director for Lord & Thomas and Foote, Cone & Belding, Stanton will coordinate Blackett-Sample-Hummert's radio activities in Chicago and on the West Coast.

CARROLL NEWTON, associate radio director of BBDO, New York, has left the agency to join the army. His duties of the BBDO radio department will be absorbed by Arthur Pryor, radio director, as well as by the agency's radio planning board, under the direction of Fred Manchee, vice-president of BBDO.

DOUGLAS CHANDLER, stage and radio actor for 20 years, has been named head of the script department of Erwin, Wasey Co., N. Y. Mr. Chandler, who joined the agency a month ago, replaces Latham Ovens, who has resigned to do free-lance work.

McCANN - ERICKSON Inc., New York, announced last week that effective Aug. 1, Carl B. Robbins would become executive vice-president of the agency. Mr. Robbins, a former Californian and professor at Stanford, started business as an economist for the Spreckels Sugar Co. Later he became first vice-president of the California and Hawaiian Sugar Refining Co., president of Commodity Credit Corp., and president of the Axton-Fisher Tobacco Co.

RALPH S. ECOFF, former production manager and account executive of the Oswald Adv. Agency, Philadelphia, is serving with the armed forces, stationed at Camp Edwards, Mass.

BRESNICK & SOLOMONT, Adv., will occupy new offices in the Union Savings Bank Bldg., 216 Tremont St., Boston. Art and production departments are being expanded.

MRS. L. E. CARSON, head of the women's division of Federal Adv., New York, has been elected a vice-president.

FRANK HARTING has left General Motors, where he did public relations work, to take a similar post at Arthur Kudner Inc., New York.

FLORENCE TEETS, former editorial assistant of Columbia U. Press, who joined the public relations staff of N. W. Ayer & Sons, last year, has been promoted to the creative department of that division.

FRANK DENNIS, radio department of Walsh Adv. Co., Toronto, and former radio director of Richardson-MacDonald Adv. Service, Toronto, has been inducted into the Army.

JAMES WEST, assistant to William M. Ramsey, radio director of Procter & Gamble Co., Cincinnati, has resigned to manage Hollywood offices of Blackett-Sample-Hummert now being established. Phil Bowman, radio executive of that agency, after several weeks in Hollywood, leaves in early August.

DIANA BOURBON, recently appointed radio director of A & S Lyons Inc., Beverly Hills, Cal., talent service, has joined the overseas radio division of OWI, to be headquartered in London.

YOUNG & RUBICAM has increased its Hollywood radio production staff and taken additional offices at 6253 Hollywood Blvd. Tony Hardt, having been rejected for Army service, has returned to the staff as producer.

EDWARD C. STODEL, who formerly headed his own Los Angeles agency, has joined the Marines and is stationed at Parris Island, S. C. Upon completion of training he will be a combat correspondent.

AVAILABLE IN SAN FRANCISCO

This six-days-a-week KGO news period is the only noontime news available on a network station in the San Francisco-Oakland area. Established six months, it follows the popular Coca-Cola Morton Downey show. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

BMI Scripts Sell Radio Time

"According To The Record"

. . . a fast, crisp, interest-compelling 5 Minute Script is clicking cash registers for stations across the country

Here's Proof . . .

"Here's one for the record . . . the script was received Saturday afternoon and sold to the Adams Baking Company on Monday afternoon. That's action. We've been trying to sell that particular account for over three years. It took only ten minutes to sell them ACCORDING TO THE RECORD."

Paul Wagner, Manager
WPAY, Portsmouth, Ohio

"We have sold your five minute script to Frankel's Department Store starting July 1st."

John L. Henry, Commercial Manager
WSAZ, Huntington, W. Va.

"I have received your ACCORDING TO THE RECORD program and I think it's pretty swell. We will probably have it sold before the week is out."

Edward C. Obrist, Program Manager
WFIL, Philadelphia, Pa.

THIS SERIES IS BUT ONE OF 20 A WEEK (55 PROGRAM UNITS) THAT ARE BEING USED BY BMI LICENSEES

The scripts (5, 10, 15 and 30 minutes in length) employ BMI music that is to be found in your transcription library or on phonograph records. Many stations use the scripts with live music. They are all carefully timed and come to you ready to go on the air. In these days of manpower shortages they have been eagerly welcomed by stations of all sizes. If you are not completely informed on the scripts that are available to you as a BMI licensee you may get full information from us by return mail.

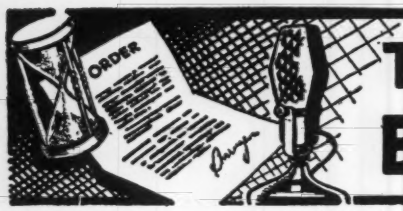
Address inquiries to

RUSSELL SANJEK

Director BMI Continuity Department

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Rex Research Corp., Toledo (Fly-Tox), 5 *sa* weekly, 5 weeks, thru Miller Agency Co., Toledo.
Funk Bros. Seed Co., Bloomington, Ill. (hybrid corn), 3 *sa* weekly, 26 weeks, thru E. H. Brown Adv. Agency, Chicago.
Spiegel Inc., Chicago (mail order), 11 *sa*, thru J. L. Stewart Agency, Chicago.
Linco Products Dist. Co., Chicago (disinfectant), 5 *sa* weekly, 52 weeks, thru Mitchell-Faust Adv. Co., Chicago.
Pfister Associated Growers, El Paso, Ill. (hybrid corn), 3 *sp weekly*, 13 weeks, thru Kenenth B. Butler & Associates, Mendota, Ill.
Pinex Co., Fort Wayne, Ind. (cough syrup), 11 *sa* and 3 *sp* weekly, 5 months, thru Russel M. Seeds Co., Chicago.
Chris Hansen Labs., Little Falls, N. Y. (Junket), 5 *sa* weekly, 8 weeks, thru Mitchell-Faust Adv. Agency, Chicago.
Oelwein Chemical Co., Oelwein, Ia. (poultry remedies), 3 *sa* weekly, 34 weeks, thru Cary-Ainsworth, Des Moines.
Michael-Leonard Co., Sioux City (hybrid corn), 3 *sa* weekly, 13 weeks, thru Allen & Reynolds, Omaha.

WIND, Chicago

K. Arkelian Inc., Long Island City (Mission Bell Wines), 6 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago
R. B. Clothing Co., Chicago, 6 *sp* weekly, 13 weeks, direct.
Harris Homes, Chicago (subdivision), 6 *sp* weekly, 13 weeks, direct.
American Aircraft Institute, Chicago, 1 *sp* weekly, 8 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Crowe Name Plate & Mfg. Co., Chicago, 1 *sp*, direct.
Evans Fur Co., Chicago, 30 *sa* weekly, 6 weeks, thru State Adv. Agency, Chicago.
Household Finance Co., Chicago, 5 *sa* weekly, 13 weeks, thru BBDO, Chicago.
Chicago Electric Fan Co., Chicago (repairs), 6 *sa* weekly, direct.
Gary Railways Co., Gary, Ind., 3 *sa* weekly, 4 weeks, direct.
RKO Radio Pictures, Chicago ('Bombardier'), 23 *sa*, direct.

KNX, Hollywood

Scudder Food Products, Monterey Park, Cal. (potato chips), 3 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Hy-Trous Corp., Los Angeles (fertilizer), 3 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Adohr Milk Farms, Los Angeles, weekly *sp*, 52 weeks, thru Little & Co., Los Angeles.

WMAQ, Chicago

Kroger Grocery & Baking Co., Cincinnati, 10 *sp* weekly, 52 weeks, thru Ralph H. Jones Co., Cincinnati.
Illinois Bell Telephone Co., New York, 76 *sa*, thru N. W. Ayer, N. Y.
Esquire Inc., Chicago (*Coronet*), 14 *ta*, thru Schwimmer & Scott, Chicago.

KECA, Los Angeles

Red-ee Foods Inc., Los Angeles (Cinch cake mix), 3 *sa* weekly, 4 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Federal Life & Casualty Co., Beverly Hills, Cal. (insurance), weekly *ne*, 13 weeks, thru Donald A. Rose, Beverly Hills, Cal.

WOR, New York

Barbasol Co., Indianapolis (shaving cream), weekly *ne*, 51 weeks, thru Erwin, Wasey & Co., N. Y.
Zonite Products Corp., New York (Forhans Toothpaste), 2 *ne* weekly, 51 weeks, thru Erwin, Wasey & Co., N. Y.

KHJ, Hollywood

Langendorf United Bakeries, San Francisco (bread) 4 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Scudder Food Products Inc., Monterey Park, Cal. (food products), 22 *sa*, 4 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
National Lead Co., San Francisco (Dutch Boy paints), 4 *ta* weekly, 4 weeks, thru Erwin Wasey & Co., San Francisco.
Rainier Brewing Co., San Francisco (beer), 3 *sa* weekly, 8 weeks, thru Buchanan & Co., Los Angeles.
Pierce's Proprietaries, Buffalo (proprietary), 6 *ta* weekly, 27 weeks, thru Duane Jones Co., N. Y.
Jacob Ruppert Brewery, New York, *ta*, 3 weeks, thru Ruthrauff & Ryan, N. Y.
General Foods Corp., New York (Grape-Nuts Flakes), *ta*, 13 weeks, thru Young & Rubicam, N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem), 6 *sa* weekly, 13 weeks thru Arthur Meyerhoff & Co., Chicago.
Nedick's Stores, New York (restaurants), *sa*, 26 weeks, thru Weiss & Geller, N. Y.
I. J. Fox, New York (furs), 7 *ta* weekly, 37 weeks, thru Lew Kashuk Adv., N. Y.
United Artists Corp., New York ("Victory Through Air Power"), *sa*, thru Foote, Cone & Belding, N. Y.

WHO, Des Moines

National Biscuit Co., New York (Shredded), 36 *ta*, thru Federal Adv. Agency, N. Y.
Omar Inc., Omaha (flour), 117 *t*, thru MacFarland, Aveyard & Co., Chicago.
Quaker Oats Co., Chicago (oat seed improvement), 26 *sa*, thru Sherman & Marquette, Chicago.
Thompson Hybrid Corn Co., Belmond, Ia., 13 *ne*, thru Cary-Ainsworth, Des Moines.
Radio Print Shop, Los Angeles (personalized stationery), 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Chicago Herald American (special issue), 3 *sa*, thru Bozell & Jacobs, Chicago.
Crows Hybrid Corn Co., Milford, Ill., 3 *sp* weeky, thru Critchfield & Co., Chicago.

KMPC, Beverly Hills

B. F. Goodrich Co., Akron (tires), 26 *sa*, 20 *sp*, 2 weeks, placed direct
Payne Furnace & Supply Co., Beverly Hills, Cal. (repairs), 52 *sa*, 4 weeks, thru Knollin Adv., Los Angeles.
Western Federal Savings & Loan Assn., Los Angeles (investments), 14 *ne* weekly, 2 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Eagle Pencil Co., New York (pencils), 6 *t* weekly, 12 weeks, thru Albert Frank-Guenther Law, N. Y.

WFIL, Philadelphia

Carter Products, New York (pills), 3 *t* weekly, for 52 weeks, thru Ted Bates, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 4 *sa* weekly, for 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
National Biscuit Co., New York (Premium crackers), 12 *sa* weekly, for 13 weeks, thru McCann-Erickson, N. Y.
Garden State Racing Assn., Pennsauken, N. J. (horse racing), 3 *sp* weekly, for 10 weeks, thru Al Paul Lefton & Co., Philadelphia.
Morris Plan Bank of Philadelphia, Philadelphia (home loans), 6 *sp* weekly, for 52 weeks, thru Philip Klein, Philadelphia.
Coronet Magazine, Chicago, 1 *ta* weekly, for 52 weeks, thru Schwimmer & Scott, Chicago.

KQW, San Francisco

Procter & Gamble, New York (Drene), 2 *sa* weekly, 52 weeks, thru Compton Adv. Co., N. Y.
Langendorf United Bakeries, San Francisco (bread), 9 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, San Francisco.
Petri Wine Co., San Francisco (wine), 7 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., San Francisco.
Shasta Water Co., San Francisco (Shasta water), 2 *ne* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, San Francisco.
Acme Breweries, San Francisco (beer), 3 *ne* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, San Francisco.
BC Remedy Co., Durham, N. C., (headache powders), 7 *ta* weekly, indefinite period, thru Harvey Massengale Co., Durham, N. C.

WEAF, New York

Griffin Mfg. Co., Brooklyn (shoe polishes), 2 *ne*, 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
RCA Mfg. Co., Camden, N. J., 160 *ta*, thru Ruthrauff & Ryan, N. Y.
S. A. Schonbrunn & Co., New York (Savarin Coffee), 50 *ta*, thru Ruthrauff & Ryan, N. Y.
N. Y. Telephone Co., New York (institutional), 65 *ta*, thru BBDO, N. Y.
United Artists Corp., New York ('Victory Through Air Power'), 5 *sa* weekly, thru Foote, Cone & Belding, N. Y.

KHJ, Hollywood

Coast Federal Savings & Loan Assn., Los Angeles (investments), weekly *sp*, 13 weeks, thru Robert F. Dennis Inc., Los Angeles.

WJZ, New York

Piel Bros., Brooklyn (beer), 5 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.
Harmon Watch Co., New York, 5 *ne* weekly, thru Moss Associates, N. Y.

All-Star Game

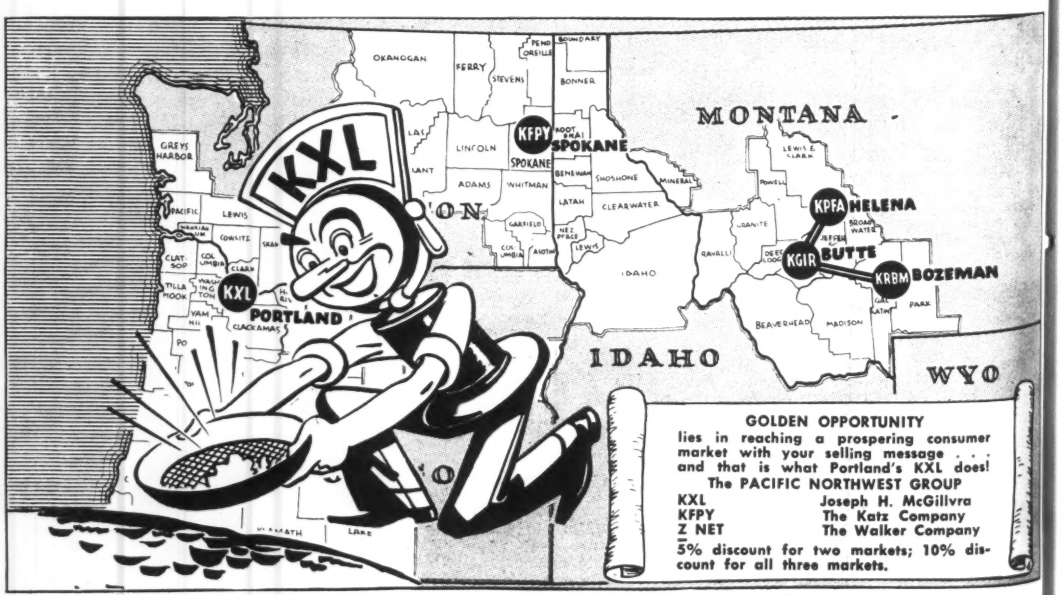
ALL-STAR baseball game, sponsored by Gillette Safety Razor Corp., Boston, on the full CBS network July 13, received a rating of 17.9 by the Cooperative Analysis of Broadcasting, according to a report made by CBS assistant sales manager and market research counsel, John J. Karol, to Maxon Inc., agency in charge. The total number of radio families tuning in on the broadcast is estimated at 5,500,000, and the number of listeners at 16,000,000—an all-time high for this feature. Referring to the last monthly report which showed that the high of radio sets in use on Tuesday, 9-9:30 p.m., was 33% of the total, the CAB estimates that 55% of the total listening audience was tuned to the CBS broadcast, which began at 8:55 p.m.

Cigar Test

GRABOSKY BROS., Philadelphia cigar manufacturers, will start a program Aug. 2 on WMAL, Washington, for its Royalist brand. Scheduled Mon.-Wed.-Fri., 10:15-10:30 p.m., the commercials will tie in with newspaper copy emphasizing Royalist as a class cigar. Until now sponsor has used only occasional spots, but satisfactory results from the new program (scheduled 52 weeks on WMAL) may justify its extension to a limited network covering Royalist markets. Titled *Very Truly Yours*, and featuring Norman Jay, Philadelphia commentator, the program is comprised of open letters to people and personalities in the news. Harry Feigenbaum Agency, Philadelphia, handles the account.

General Foods Up

GENERAL FOODS Corp., New York, last week reported $5,879,031 net earnings for the first six months of 1943, an increase over the corresponding period last year, when the figure stood at $5,329,535. Sales for the first half of this year were $119,937,071 as compared to $110,098,929 for the first six months of 1942. Net earnings in the second quarter on the common stock were 44.7 cents a share, compared with 52.5 a share for a similar period last year.



Radio Advertisers

JIM BOURKE, director of publicity for the *Hour of Charm* program, sponsored by General Electric Co. on NBC and jointly handled by BBDO, New York, and Foster & Davies, Cleveland, is resigning for duty as a lieutenant (j.g.) in naval aviation. Replacing him will be Dudley Foster of the Cleveland agency.

HIAWATHA GIN Co., Columbus, Miss., is using radio for the first time to sponsor general election Aug. 3 returns.

GALVIN Mfg. Corp., Chicago (radio equipment), and Foote Bros. Gear & Machine Corp., Chicago, have separately sponsored *Whadda Yuh Say?*, weekly half-hour show on WIND, Chicago. Agency for Galvin Corp. is Gourfain-Cobb, Chicago.

CROWN DOMINION OIL Co., Hamilton, Ont., has started spot announcements on a number of Ontario stations. Account was placed by E. W. Reynolds & Co., Toronto.

MUNTZ CAR Co., Glendale, Cal. (used cars), on Aug. 2 starts a five-weekly quarter-hour newscast on KFI, Los Angeles. Contract is for 13 weeks. Agency is Raymond R. Morgan Co., Hollywood. Firm continues to use transcribed announcements on Southern California stations, through Allied Adv. Agencies, Los Angeles.

HARMON WATCH Co., New York, starts five newscasts weekly on WJZ, New York, Aug. 2, supplementing its schedules on WMCA, and WLIB. Agency is Moss Assoc., New York.

GROVE LABS., St. Louis (vitamins, cold tablets), as part of its national campaign, on Sept. 6 starts sponsoring a five-weekly quarter-hour early morning live program, *Chuck Collins & His Piano*, on KNX Hollywood, and a daily late afternoon 15-minute recorded program on KNX. In addition a twice-weekly quarter-hour recorded evening program will be used on that station starting Sept. 10. Contracts are for 26 weeks each. Agency is Russel M. Seeds Co., Chicago.

DAILY half-hour participation program titled *Harry LeRoy Calling*, on KFAC, Los Angeles, intersperses news with music and discusses positions available and the necessary qualifications. Listeners are also invited to submit job hunting problems. Sponsors include Douglas Aircraft Co., Santa Monica, Cal., thru Essig Co.; Morrison-Knudsen Co., Los Angeles (contractors), thru Allied Adv. Agencies; Bank of America National Trust & Savings Assn., San Francisco.

M-G-M WLW Series

METRO-GOLDWYN-MAYER Pictures Corp., New York, on Aug. 2 starts a quarter-hour program on WLW, Cincinnati, to promote current M-G-M pictures. The 52-week series will be presented Monday through Friday, 7:30-7:45 p.m., with chatter by Frazier Thomas.

Rodney E. Boone

RODNEY E. BOONE, 61, head of the Rodney E. Boone Organization, which handles all national advertising for the Hearst interests, on July 27 died of a heart attack at his home on Long Island. He leaves a widow, two sons, two sisters and two brothers.

Dean Reply

DEAN STUDIOS, Omaha, have replied to an FTC complaint that it has misrepresented the quality use of various types of advertisements quoted in the complaint, but denying in general that the statements made are misleading.

AGENCY Appointments

NEW PELHAM Heath Inn, Pelham, N. Y., to Arthur Pine, New York, for a fall advertising and publicity campaign. Local spots may be used.

C. MATTELAGE SALES, New York, to St. George & Keyes, New York, for You-All French Salad Dressing. Participations on WOR, New York.

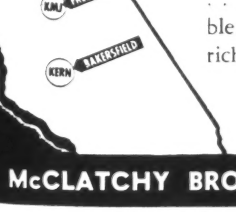
KENMORE PUBLISHING Co., New York to Weiss & Geller, New York. Eight-week drive on WOR, New York—may expand radio.

CHICAGO TELEPHONE SUPPLY Co., Elkhart, Ind. (radio, electronic devices), to Burton Browne Adv., Chicago.

AUGUST C. RAGNOW, advertising manager of Florsheim Shoe Co., Chicago, has been named account executive on the Pillsbury account for McCann-Erickson, Minneapolis. Martin F. Maher, who left the Florsheim Co. in March to become account executive of Grant Adv., Chicago, on the Old Dutch cleanser account, this week returns to his old position as advertising manager of Florsheim.

AMERICAN HOME PRODUCTS has acquired by merger the Gilliland Labs., Marietta, Pa., producer and distributor of serums, vaccines and antitoxins. Gilliland will continue its present management, headed by Dr. E. K. Tingley, president.

CALIFORNIA COVERAGE



Watch for news of the

BEELINE

. . . shortest distance to profitable radio results in California's richest productive area.

McCLATCHY BROADCASTING COMPANY

SERVING THE GREAT

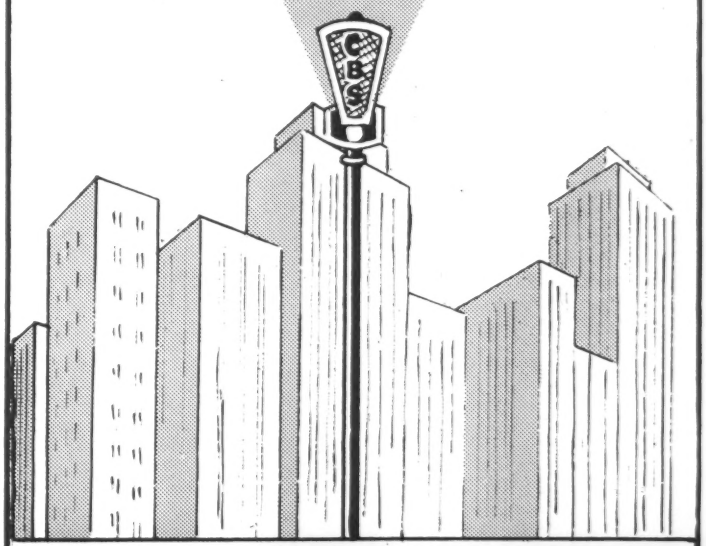
DALLAS--FT. WORTH MARKET

Exclusively With CBS PROGRAMS

KRLD

DALLAS, TEXAS

50,000 WATTS



KRLD

THE TIMES HERALD STATION, DALLAS

50 K. W. — The Branham Company, EXCLUSIVE REPRESENTATIVES — 1080 K. C.

Miller Retains Post at NAB

(*Continued from page 9*)

WHO, Des Moines; James D. Shouse, WLW, Cincinnati, and Paul W. Morency, WTIC, Hartford. The committee will select its own chairman. Of this group, Messrs. Elias, Shafto and Shouse are members of the legislative committee which was instrumental in calling the special meeting.

The board's action was regarded as in the nature of a rebuke to those who had "misrepresented" the purpose of the special meeting. The fact that a nominating committee is named means that Mr. Miller can be renominated or that Mr. Lewis or some other new name can be brought in.

The effort to provoke a change at this time was characterized by Miller proponents as a "rump movement". The board action also was viewed by some as a rebuff to those who have fostered what the opposition has described as an "appeasement" of FCC Chairman James Lawrence Fly, a vituperative Miller opponent. Mr. Miller, on the other hand, has more than inferred that F. M. Russell, NBC vice-president, has been a leader in the effort to bring about his ouster.

By virtue of the action, it was thought possible that the NAB helm might shortly announce new additions to the staff to bolster legislative activity, particularly in the light of Congressional plans to rewrite the Communications Act at this session. Retention of a Washington law firm versed in radio and legislative activity as NAB special counsel has been indicated, along with a possible new appointment to the executive staff to coordinate that activity.

The board convened at 10 a.m. Friday, recessed for lunch about noon and returned about 1:15. Mr. Miller left the meeting about 3 o'clock and C. E. Arney Jr., secretary-treasurer, about an hour later. Both were called back at 5:30, after which the resolutions were drawn and the meeting anjourned.

There were only two absentees among the board members—Arthur Westlund, KRE Berkeley, Cal., who was on vacation; and Frank King, WMBR Jacksonville, Fla. In attendance, aside from the six members of the nominating committee, were Kolin Hager, WGY; Roy F. Thompson, WFBG; James W. Woodruff Jr., WRBL; Hoyt B. Wooten, WREC; Nathan Lord, WAVE; John E. Fetzer, WKZO; Leslie C. Johnson, WHBF; E. L. Hayek, KATE; William B. Way, KVOO; Hugh A. L. Halff, WOAI; Ed Yocum, KGHL; Calvin J. Smith, KFAC; Harry R. Spence, KXRO; Barney J. Lavin, WDAY; Herbert Hollister, KANS; Paul W. Kesten, CBS; Frank M. Russell, NBC.

The resolutions adopted by the board follow:

WHEREAS the board of directors of the NAB met in Chicago on July 30 to consider proposals of its legislative committee, and

Whereas the purpose of this meeting was misrepresented to some sections of the industry as bearing on the termination of the contract of the incumbent as president before the termination thereof,

Therefore be it resolved that the board of directors of the NAB emphatically declares that such was not the purpose of the meeting nor did it form any part of its deliberation.

PRAISED BY BOARD

W. B. LEWIS

WHEREAS the name of William B. Lewis was suggested to the board of directors of the NAB as a possible successor to Neville Miller at the expiration in 1944 of the latter's six-year incumbency in office, and

Whereas the board of directors sincerely desires to consider the name of Mr. Lewis for this post, and

Whereas Mr. Lewis for reasons which the board respects and admires found it necessary to withdraw his name from such consideration,

Be it resolved that the board expresses its regret that extenuating circumstances intervened to preclude Mr. Lewis' availability.

"RESOLVED that a nominating committee of six be elected to present to the board its recommendations for presidency of the NAB, and that at the expiration of the incumbent's contract; the committee to report to the board at its next regular meeting or a special meeting called for that purpose."

Third Attempt

The Chicago meeting marked the third open effort to unseat Mr. Miller. The first came at a board meeting in Chicago on July 15, 1942, and the second at a Chicago meeting last Oct. 13. Proponents of the change have insisted it was not premised on the Fly-Miller dispute, but rather on the desire to get an aggressive practical broadcaster handling the Washing-

In The Money!

At the race track, the payoff comes to those ticketholders who "have" the first three horses. Here in Ohio, the winning combination for smart radio time-buying finds WKBN in the money! In the "First Three" of Ohio's Market Areas . . . Cleveland, Cincinnati, *and Youngstown.*

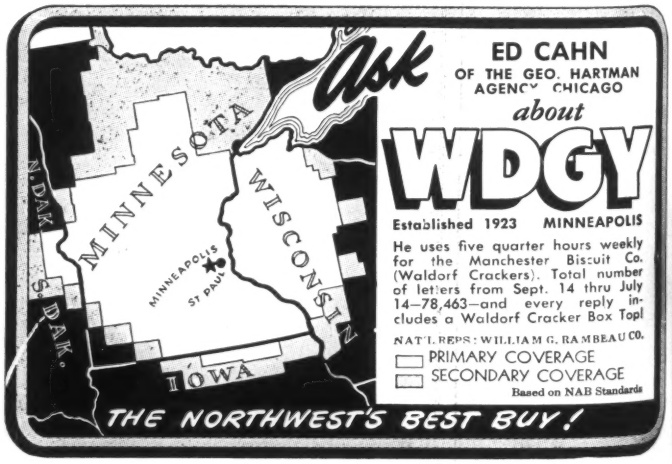
In Youngstown, there's only *one* station that does a complete job of coverage. WKBN not only sends a powerful—and popular—signal into the homes of the 491,974 people in the Metropolitan Market but commands a potent *Influence-Power* among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania. Here is a rich, concentrated industrial area; a half-billion dollar retail market; and you get *intensive* coverage of the high income workers in the area with one station—WKBN.

This great centre of America's Steel production is hard at work . . . pouring out of its Bessemer converters and blast furnaces the tons and tons of Steel that go into tanks . . . guns . . . ships.

Columbia's powerful station in *Ohio's Third Market* can mean more sales, more influence for you *now,* and in the important postwar years when Youngstown will be turning out Steel for automobiles . . . railroad cars . . . untold numbers of uses.

5000 WATTS 570 KC
WKBN
YOUNGSTOWN, OHIO

Represented by: PAUL H. RAYMER COMPANY



ton legislative front during these times.

Mr. Lewis was not a candidate for the post and did not seek it, according to his supporters. A delegation of broadcasters—members of the legislative committee—sought him out for it. Mr. Lewis has had proffers of several positions, it is understood, but withheld action upon insistence of the segment of the board which fostered his appointment.

Mr. Lewis may either rejoin Columbia as program executive, probably with restoration of his vice-presidency, or he may become a partner in an advertising agency important in the radio programming field.

The Miller ouster move crystallized following the meeting of the legislative committee of the NAB in Washington on July 21. It was not discussed at the three-hour session [BROADCASTING, July 26] but was agreed upon at a meeting presided over by Mr. Elias that afternoon. Mr. Miller was not present. Following the meeting, it was decided that seven members of the board should petition the NAB for a special meeting, to consider a "report" to be submitted by the legislative committee. All members of the committee are members of the board.

The seven directors who petitioned for the special meeting, pursuant to requirements of the by-laws, were Don S. Elias, WWNC Asheville; G. Richard Shafto, WIS Columbia, S. C.; James W. Woodruff Jr., WRBL Columbus, Ga.; E. L. Hayek, KATE Albert Lea, Minn.; James D. Shouse, WLW-WSAI Cincinnati; John E. Fetzer, WKZO Kalamazoo, Mich.; and Hoyt B. Wooten, WREC Memphis.

Miller Defies Move

Members of the legislative committee, who met in Washington July 21, at President Miller's call, were Messrs. Elias, Shafto, Woodruff and Shouse, plus Nathan Lord, WAVE Louisville; Ed Yocum, KGHL Billings, Mont.; Clair R. McCollough, WGAL Lancaster; Frank M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary, pinch-hitting for Paul W. Kesten, CBS vice-president and general manager.

Mr. Miller immediately announced it was not his intention to leave the presidency or to take a back seat. Long distance telephone wires burned. The ouster group felt it had sufficient votes to make the Lewis appointment, irrespective of the Miller opposition.

Several alternative propositions had been mentioned for Mr. Miller. One was that he complete his tenure through July 1, 1944 as a sort of president emeritus, handling special assignments, with Mr. Lewis taking over all regular functions. Another proposition, later advanced, was that Mr. Miller remain as president, with Mr. Lewis named as vice-president and general manager and as "heir apparent" upon expiration of Mr. Miller's contract. Mr. Miller has drawn $35,000 a year salary and $5,000 for allowances (which he hasn't always used) since 1940. During his first two years his salary was $25,000 plus $5,000 for allowances.

The report current was that Mr. Lewis would be paid Mr. Miller's salary but that allowances for housing and entertainment be made which would make available to him an aggregate of $50,000, instead of the $40,000 allowed Mr. Miller.

Ethridge Stepped In

It was reported reliably that Mark Ethridge, publisher of the *Courier Journal* and *Louisville Times*, operating WHAS, Louisville, and Edwin W. Craig, directing head of WSM, Nashville, who in 1938 sponsored Mr. Miller's candidacy, promptly took up the cudgels in his defense. Mr. Ethridge had served as interim president of the NAB in 1938, preparatory to retention of Mr. Miller, as the industry's first paid president. He had tussled with Chairman Fly, too. In recent months, however, he has been relatively inactive in radio because of the pressure of his newspaper duties and active war work. Mr. Craig, though preoccupied with his duties as executive vice-president of the National Life & Accident Insurance Co., as well as Selective Service activities in Tennessee, took time out to rally forces for Mr. Miller's defense.

It was made abundantly clear to board members that any change in presidency at this time might lead to serious repercussions in Congress. The House select committee investigating the FCC, it was thought, might find it expedient to turn its inquisition toward the NAB, in an effort to prove that Chairman Fly was seeking to dominate industry affairs. Moreover, there were misgivings about the attitude of Chairman Wheeler, of the Senate Interstate Commerce Committee, who has already announced plans for hearings on new radio legislation this fall.

A substantial portion of the board was represented as feeling that the NAB membership itself should be called upon to vote on the matter of a change in presidency. One key director said he did not think the board should assume that responsibility since it would entail a drastic, top-to-bottom upheaval.

The upshot of the long distance telephoning last week, immediately preceding the board meeting, was that Mr. Russell was said to have been instructed by Niles Trammell, NBC president, not to vote on the Miller ouster. This was the second time Mr. Russell had been so instructed. It occurred previously at the board meeting in Chicago on Oct. 13, 1942, when Mr. Miller's tenure was continued by a tie 10-10 vote. Mr. Russell's inability to vote resulted in the tie. This incident was mentioned by Chairman Fly in his testimony before the Cox Committee on July 9.

Similarly, it was reported that Mr. Kesten, in behalf of CBS, had decided to abstain from voting. He was represented, however, as favoring Mr. Lewis' retention as vice-president and general manager, with his assumption of the presidency upon the expiration of Mr. Miller's term July 1.

COLORS STILL FLY

NEVILLE MILLER

LEWIS TELEGRAM TO ELIAS

IN A TELEGRAM to Don S. Elias, WWNC, Asheville, acting on behalf of the NAB board group sponsoring a change in the association's presidency, W. B. Lewis, former CBS vice-president in charge of broadcasts and until recently with the OWI headquarters staff in Washington, withdrew his name from consideration. His telegram follows in full text:

"I have read trade press reports linking my name with move to remove Neville Miller as president of the NAB and to elect me to this position. I have also received from presumably reliable sources word that these reports have created dissension among NAB members.

"It is my firm belief that at no time has there been a greater need for unity of purpose and action among the broadcasters in this country, and especially among their leaders. I feel strongly that it would be a disservice to broadcasting to allow my name to be used in any way which stimulated division or controversy within the industry. Under these circumstances, I must request that my name be withdrawn from any consideration it may be receiving."

DISTRICT MEETINGS SCHEDULED BY NAB

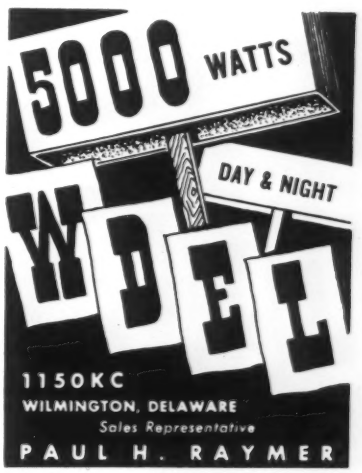
A SERIES of four district meetings of the NAB, to be held between Aug. 4 and Sept. 3, was announced last Friday by the NAB.

C. E. Arney Jr., NAB secretary-treasurer, will attend the scheduled meetings in a swing across country. District 11 (Minnesota, North Dakota, South Dakota, excluding certain counties, and Michigan) meets at the Hotel Nicollet, Minneapolis, Aug. 4-5. District 15 (Northern California, Nevada and Hawaii) meets in San Francisco Aug. 6, at which time Mr. Arney will informally discuss industry affairs. District 14 (Colorado, Idaho, Utah, Wyoming, Montana, the South Dakota counties excluded from District 11) meets in Salt Lake City Aug. 30-31. Election of a district director to succeed Ed Yocum KGHL, Billings, Mont., is scheduled.

District 4 (D. C., North Carolina, Virginia and West Virginia) meets in Asheville, N. C., Sept. 3. A district director to succeed G. Richard Shafto, WIS, Columbia, S. C., will be elected.

WABY Renewal Upset

SETTING aside its action of July 27 granting application of WABY, Albany, N. Y., for renewal of license on the regular basis, the FCC on July 29 placed the station on a temporary extension of license pending final disposition of the WOKO renewal application.



"Yes, suh! We BOTH gonna lissen tuh WFDF Flint, Michigan!"

RESULTS BRING RENEWALS

Louisville Home Federal Savings & Loan Association started WINNvertising in February 1941. They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

OPA Acts to End Marking Grades

Amending 20 Regulations At Congress' Bidding

OFFICE of Price Administration announced last week it had revoked its requirement that retail grocers who buy in bulk and then repackage before reselling must show the grade on their retail packages, if it had been shown on the original package.

This is the first action taken by OPA under the amendment to the Commodity Credit Corp. Act (HJ Res.-147) eliminating compulsory grade labeling and indicates that even where the retailer repackages he cannot be compelled to indicate the grade, OPA explained.

The OPA ruled, however, that retailers are still required to post with their selling prices the grades of eggs sold by them at the place in their store where they are sold. The revocation regarding repackaging is purely a blanket provision and does not apply to any particular commodities, it was stated.

Other Changes to Come

OPA, is was learned, is now preparing amendments to about 20 regulations which will remove whatever grade labeling or grade marking requirements conflict with the congressional ban. The majority of the amendments, it was pointed out, apply to wholesalers or producers rather than retailers.

In legislation continuing the Commodity Credit Corp. passed at the last session of Congress, the Emergency Price Control Act of 1942 was amended as follows:

Nothing in this Act shall be construed (1) as authorizing the elimination of any restriction of the use of trade and brand names; (2) as authorizing the Administrator to require the grade labeling of any commodity; (3) as authorizing the Administrator to standardize any commodity, unless the Administrator shall determine, with respect to such standardization, that no practicable alternative exists for securing effective price control with respect to such commodity; or (4) as authorizing any order of the Administrator fixing maximum prices for different kinds, classes, or types of a commodity which are described in terms of specifications or standards, unless such specifications or standards were, prior to such order, in general use in the trade or industry affected, or have previously been promulgated and their use lawfully required by another Government agency.

As explained in the conference report on the bill, clause (1) "prohibits any attempt to eliminate or restrict the use of trade and brand names, and clarifies the original Congressional intention on this subject."

Clause (2) "prohibits any requirement for grade labeling of any commodity as that term is defined in section 302 (c) of the act. This definition embraces all commodities and products, including hosiery and wearing apparel".

Clause (3) requires that before any commodity may be standardized, the Administrator must determine that no practicable alternative method exists for securing effective price control of the commodity."

Clause (4) "prohibits the tying of maximum prices to specifications or standards under any circumstances unless such specifications or grades have previously been in wide, general use in the affected industry, or have previously been lawfully required to be used in the sale of commodities by some other Goverenment agency pursuant to Congressional authorization."

On the Spot

BIG THINGS happen when Russ Hodges goes to Griffith Stadium, Washington, to make a sportscast for WOL. On June 20, 1941, he interrupted himself to announce Hitler's march into Russia. On Dec. 7, 1941, he broke in to tell football fans of the bombing of Pearl Harbor. And on July 25, 1943, he had to stop in the middle of a Washington-Cleveland double header to report the resignation of the ex-Duce. Hodges is all set for the Hitler obituary flash.

Barn Dance for Bonds

COMMISSIONED by the War Finance Committee of the Treasury Dept. of Illinois, to aid in the sale of war bonds and stamps, WLS Chicago is lending members of its *Barn Dance* show to the Treasury's Special Events Committee, according to Glenn Snyder, WLS general manager. George Ferguson, head of the WLS Artists' Bureau, said that the WLS talent was booked to play 161 fairs this summer and fall in Illinois, Indiana, Wisconsin, Iowa, Michigan and Minnesota.

Spot Gain Noted

BEARING OUT the optimistic picture for spot broadcasting this summer and in the fall, outlined in BROADCASTING July 19, National Radio Records has announced that active national spot accounts totaled 261 during June as compared to 251 during May. NRR arrives at these figures through reports received from 114 advertising agencies as well as from 752 different stations.

It's A Pleasure To Be Blue!

OUR AFFILIATION WITH THE BLUE NETWORK ASSURES A LARGER AUDIENCE FOR YOUR SPOT CAMPAIGN IN ONE OF AMERICA'S GREATEST WAR PRODUCTION CENTERS.

THIS IS WROK IN ROCKFORD

Owned by Rockford Consolidated Newspapers, Inc.

National Representatives: HEADLEY-REED CO.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP
Again In September

A predicted increase, according to Sales Management, of 9.1% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

OPERATING the 50 kw transmitter of WRVA Richmond, Va., is Lois Beckham, 20, of Longwood, Fla. Miss Beckham became a first-class licensed operator at 18 after completing the NYA radio training course at Camp Roosevelt, Ocala. She is claimed to be the only girl transmitter operator of a 50 kw station in the country.

FTC Complaint

GATTIS CHEMICAL Co., Nashville, is subject of an FTC complaint in which radio and other advertising for "Gattis' K & B Pills" is alleged to be false. The complaint asserts that the preparation is not a remedy for kidney disorders, as allegedly advertised, and that the advertisements fail to reveal its harmful potentialities when taken under certain conditions or when its use is prolonged.

Radar Again Is Closely Restricted As Censorship Office States Position

PUBLIC discussion of radar has again come under close Government restriction following a period in which bans had been eased. Office of Censorship has taken steps to prevent unauthorized publication of material involving radar and its wartime application.

Byron Price, Director of the Office, last Thursday issued a statement explaining the Office's position on radar discussion. Col. John K. Winterich, chief of the Review Branch, Bureau of Public Relations, Signal Corps., recently asked manufacturers to discontinue radar publicity and advertising.

Need of Secrecy

Director Price's notice to commentators and correspondents reads as follows:

"The extent of current public discussion of radar is causing increasing concern to the Government.

"The principle of radar is generally understood here and abroad and some limited disclosures have been made officially. New methods of applying the principle are being developed, however, and there is much the enemy does not know.

"The fact of prior publication should not be used to cover added description, discussion and deductions, or to support a theory or to draw a conclusion.

"Radar is a secret weapon within the meaning of the code. Editors and broadcasters are especially requested to be alert to every mention of radar and military electronic devices; to establish beyond all question that there is appropriate authority for every statement made; and to submit all material on the subject—other than that released by appropriate government authority—to the Office of Censorship for review in advance of publication or broadcast.

"So inclusive a request would not be made if the highest considerations of national security were not directly involved."

Army Action

Because of its conviction that recent radar publicity has not been conducive to the winning of the war, the War Dept. has sent letters to manufacturers requesting that publicity and advertising of radar be discontinued. The letter, signed by Col. John K. Winterich, chief of the review branch, Bureau of Public Relations, Signal Corps, asserts:

"During the past two months a tremendous amount of publicity has been devoted to the subject of radar. Some of the proposed publicity has included classified information, release of which would be of great value to the enemy. Other types of publicity have promoted controversy as to allocation of credit for the development of radar. This has not been conducive to cooperation at home and abroad —cooperation which is essential to the winning of the war.

"It is requested, therefore, that publicity and advertising featuring radar be discontinued. Your company's cooperation in this matter will be a contribution in the national interest."

Until the lifting of news on radar about three months ago by the War and Navy Depts., the word was in the category of a military secret [BROADCAST.NG, April 26]. Government agencies have issued several articles on the subject since that time and voluminous publicity and advertising embracing radar has been circulated through press and radio.

YES,

—being a Fort Industry station we render

PLUS

Service

—that transforms mere rate card time units into living action!

—*Ask John Blair*—

5,000 Watts

A FORT INDUSTRY STATION

COLUMBIA

WMMN

Fairmont, W. Va.

WHKY

HICKORY NORTH CAROLINA

5,000 WATTS DAY 1,000 WATTS NIGHT

Radio Homes Coverage

1 4 4 , 8 2 3

National Representative

Howard H. Wilson Co.

1290 KC BLUE NETWORK

"GOT A HEADACHE TRYIN' TO COVER THE RED RIVER VALLEY WITH OUTSIDE STATIONS? FER QUICK RELIEF, TRY SOME SPOTS ON WDAY—THE ONLY STATION THAT COVERS THE WHOLE VALLEY!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

Noble Buys Blue Network

(*Continued from page 9*)

stir provoked by Mr. Noble's acquisition of WMCA in 1941. This deal hung fire for several weeks after the expected transfer date. There have been repercussions on it in Congress, because of allegations by Donald Flamm, former owner, that he had been "forced" to sell.

One of the reports current was that Mr. Noble had already resold WMCA to Mr. Flamm but this was denied by the latter. He told BROADCASTING that "whatever may happen in the future, there are no present negotiations in prospect."

Mr. Noble acquired WMCA for $850,000 cash, said to have been the largest cash payment for a station, although others have been sold for higher prices. Mr. Flamm since that time has acquired a substantial interest in WPAT, Paterson, N. J., and on several occasions has been reported as interested in regaining ownership of WMCA.

While no details of the sale beyond the formal announcement were divulged, it was reported the parties definitely agreed to retention of the present management and operating structure. Conversations were held, it is understood, regarding diversification of ownership so that affiliated stations,

MARK WOODS

BLUE network management and possibly the public could participate in ownership. Mr. Noble, however, would retain control. Under the permanent structure, it is expected such provisions will be considered. Many of the affiliated stations had sought to participate in the ownership and two separate proposals for purchase by a group of affiliates had been rejected.

It was logically assumed that the White House would be or perhaps had been consulted. Under the network regulations, the BLUE was to have been sold promptly. White House intervention, it has been reliably reported, resulted in the action of the FCC in placing in its regulations the six-month clause to avoid a forced sale.

Management Unchanged

Assurances were given by Mr. Noble in the closed circuit talk that the operating management of the BLUE would remain unchanged, with Mr. Woods continuing as president and Edgar Kobak, former official of McGraw-Hill, as executive vice-president. The tremendous strides made by the BLUE since it became a separate company last January augurs for retention of the present management, it was said.

The BLUE itself has no record of earnings except for the year 1942, since its books previously were kept in conjunction with NBC. The three M & O stations, however, are understood to have made sufficient money in 1942 to offset the net operating loss shown by the BLUE by some $30,000. Estimated earnings for 1943 are understood to be in the neighborhood of $800,000 or $1,000,000.

WJZ is a fulltime 50,000-watt station; KGO operates with 7,500 watts and is eligible for 50,000 watts, while WENR operates with 50,000 watts half time, sharing with WLS, also on the BLUE but independently owned.

It has been contended that the three stations as individual operations could be sold for $6,000,000. Based on that arithmetic, an $8,

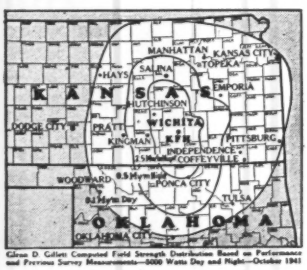
BLUE OWNER

SOLE owner of WMCA, independent New York station, since he purchased it in January, 1941, from Donald Flamm, Edward J. Noble is also chairman of the board of Life Savers Corp., Port Chester, N. Y., as well as a stockholder in Sterling Drug Inc., New York, major radio advertiser.

Born in August, 1882, at Gouverneur, N. Y., Mr. Noble graduated from Yale with an A.B. degree in 1905 and during World War I served as a major in the Ordnance Division of the Army. He became the first chairman of the Civil Aeronautics Authority in 1938 when he was appointed to that position by President Roosevelt, at that time breaking off all other private business affiliations except his position with Life Savers Corp.

In 1939, Mr. Noble resigned from CAA to become Under-Secretary of Commerce, not returning to private business until August, 1941. He purchased WMCA in January, 1941 for a cash consideration of $850,000. Mr. Noble is head of the Edward J. Noble Foundation, a charitable organization, and president of the board of trustees of St. Lawrence U. He is married and the father of two girls, June and Sally.

NOW FOR SALE!
Orth Bell—the man with a village of voices "Uncle Jonathan" of the "Alfafy Network".
Write for the funniest transcription you ever heard.



KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

000,000 figure would provide $2,-000,000 for the going concern value of the network.

It was reported on Wall Street prior to the announcement that there were at least two other major groups willing to bid up to the same amount, though the details were not divulged. Mr. Noble was said to have made the best cash offer. Dillon, Read & Co., New York banking house, had been actively negotiating for about a year, evidently desiring to resell the network in a public stock sale. This project had considerable support, even among officials of the BLUE Network Co. and among affiliates.

Another group was said to represent a combination of Marshall Field interests and the Mellon properties in Pittsburgh. Mr. Field, publisher both of *PM* and the *Chicago Sun*, which have vigorously supported the New Deal, apparently was blocked from direct participation because of the newspaper ownership controversy. It was thought, however, that he was prepared to participate on any acceptable basis, because of his intense interest in radio.

$500,000 Jumps

It has been variously reported that some 30 separate offers, in one form or another, had been made. Among the more prominent earlier bidders was said to have been Paramount Pictures, due to its interest in television development in the post-war period. Paramount formerly was 50% owner of CBS, but divested itself of that interest in the middle 30's.

Another bidder until the end was Thomas P. Durell, Wall Street broker, for undisclosed parties. An original bid of 6 million dollars, according to Wall Street reports, made by the McGraw-Noble combination, was followed by a $6,500,-000 offer by the Durell interests. McGraw-Noble subsequently increased to 7 million, which was rejected by RCA. When the latter group inquired about a firm bid of $7,500,000, it learned that Dillon, Read had boosted its bid to $7,800,-000, after which the 8 million dollar bid was forthcoming from McGraw-Noble.

Other bidders variously mentioned have included General Electric Co., which held substantial RCA stock dating back to the 1932 consent decree; DuPont; James A. Farley, former Democratic National Committee chairman, representing a syndicate; M. H. Aylesworth, former president of NBC, also representing a syndicate; the BLUE affiliates themselves, through Lt. Col. Samuel R. Rosenbaum, on leave as president of WFIL, Philadelphia; Albert H. Greenfield & Co., Philadelphia investment house which has an ownership interest in WFIL; certain West Coast interests engaged in war construction activity; and the American Type Founders Co., which was represented as seeking to hedge against radio's development in the printing field through post-war operations in facsimile.

Noble Planning No Change in Blue Set-up; Intends to Dispose of WMCA

FOLLOWING is the text of Mr. Noble's statement last Friday on purchase of the BLUE:

I have been tremendously impressed with the BLUE Network's record of public service, with the work of its management and personnel and particularly with its contributions to our nation's war effort.

There will be no change in the management. The officers and executives who have guided the destinies of the BLUE Network since its separation will continue at the helm. The entire personnel will be retained and the network will continue functioning as heretofore.

The policies and practices which have been responsible for the network's record of accomplishment will be continued. As a matter of fact the network officials plan to extend its services to listeners, advertisers and its affiliated stations. I accept fully the responsibility of public service which ownership of the BLUE Network will place upon me. In fact, I regard this responsibility to the people much as an elected officials sees his responsibility to the public. In every phase of broadcasting—public service, the all-important war service, news, information, entertainment—the BLUE will continue to serve its listeners and to increase its service to the nation.

The principle station of the BLUE Network, WJZ, is operated from New York City. In accordance with the current policies of the FCC I propose to dispose of all my interest in WMCA as soon as a suitable purchaser is found.

FDR Ratings

PRESIDENT ROOSEVELT'S radio address on the four major networks July 28 was heard by an audience of 42,704,000 persons according to a survey by C. E. Hooper Inc. and released by CBS. Hooper rating was 55.9. CAB rating was expected to be in the low 70s, according to partial returns.

The TEXAS RANGERS now

Selling Ice Cream on KGU Honolulu

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE MAGIC VALLEY—

A market not to miss!

Rated a Class A-1 city — one of America's six fastest growing cities with best prospects of retaining wartime growth — Corpus Christi is a zooming market you'll not want to miss.

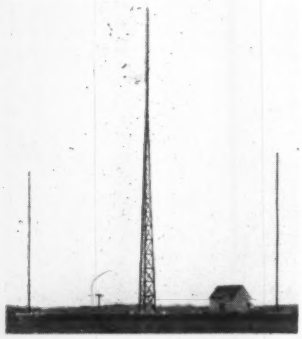
Today, the city zone population of Corpus Christi is 101,400 (ABC) whereas, in 1930, this city's population was only 27,741. Such rapid growth, such greatly expanded purchasing power make this market well worth your while discussing with a Branham representative. You'll find that KRIS — the only major radio station dominating this rich market — offers you highly desirable availabilities and equally desirable rates.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

Blue's Farm Coverage Has Big Increase

When KMA, Shenandoah, Iowa, increased its nighttime power from 1 to 5 thousand watts recently, it meant important new farm areas for Blue Network advertisers. "Our nighttime service area is now up 2½ times," KMA President Earl May reports, "and the increase is represented largely by the most prosperous Iowa counties — the western ones ranging north from Shenandoah to Fort Dodge and vicinity."



Operating on 960 kilocycles with 5000 watts fulltime, KMA is considered one of the best regional stations for coverage to be found anywhere. According to Andy Ring, of the firm of Ring & Clark, Consulting Engineers, Washington, D. C., "KMA has an unusually large coverage. Its vertical radiator is of optimum height, and the directional array provides a very effective night time pattern. The conductivity of the soil throughout most of the region served by KMA is equal to the best we have ever measured, which further explains the exceptional coverage of the station".

KMA is now more than ever the No. 1 Farm Station of the No. 1 Farm Market, Earl May said. "Furthermore," he continued, "KMA is the only fulltime Blue Network outlet serving the Omaha-Council Bluffs market—giving it a 5 millivolt signal NIGHT as well as day".

"If you want to know what that means," Earl May smiled, "ask our friends in the Blue Network—or at Free & Peters—or let me tell you. I have a new Market Data Brochure coming off the press soon, and it's free to all advertisers who want it!"

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

State Dept. Is Seen Advising the OWI

24-Hour Contact the Outcome Of 'Moronic King' Blunder

OWI's overseas branch may escape the consequence of State Dept. control resulting from the blunder made last week when a broadcast beamed at England referred to Victor Emmanuel as Italy's "moronic little king," and Marshal Badoglio as a "leading fascist," but it is assured that much closer liaison will be maintained in the future.

After President Roosevelt blasted the diplomatic error of OWI employes, Robert E. Sherwood, head of the overseas branch, later had a friendly conference with Secretary of State Cordell Hull, from which he emerged saying: "We won't get off the beam again."

Mr. Sherwood said that Secretary Hull was cordial and helpful in outlining this country's foreign policy. He said they "did not discuss the late unpleasantness at all.

"The purpose was to get our policy on the beam, but in connection with Italy it is a little difficult because the situation in Italy is so uncertan."

On Thursday he told newsmen that the blunder occurred in part because proper State and War Dept. officials could not be reached on a "nice summer Sunday evening." Mr. Sherwood stated that in the future contact between OWI and the State Dept. would be maintained "hour by hour, seven days a week, day and night."

Eisenhower's Statement

After President Roosevelt had lectured OWI for permitting a group of employes to attempt the creation of U. S. foreign policy at a time when difficult international negotiations and soldiers' lives are at stake, it was indicated that there would be further investigation of the "blunder." This was expected to result in a shake-up that would put OWI propaganda activities under the control of the State Department.

The acting OWI director, Milton S. Eisenhower, a brother of Gen. Dwight D. Eisenhower, directed attention to the fact that the offending broadcast had been beamed twice to England but not to Italy. He said:

"Prior to Sunday we attacked fascism on our broadcasts and all individuals connected with it. Since Sunday the tone and substance of the OWI broadcasts indicate that OWI policy is that any government, such as this one, which announces adherence to Hitler and continues to fight with him and against the forces of the United States, is an enemy of the United States and other United Nations forces."

The OWI explanation indicated that the broadcast was intended to show the British that American public opinion is set against toleration of fascism or any relaxation of the demand for unconditional surrender.

Other explanations of OWI theory and policy underlying the broadcast were negated by the President's criticism. He declared that the OWI foreign broadcasting division had not consulted him, or the Secretary of State, or its own director, Robert E. Sherwood, before going on the air with the offending script.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

ROBERT PAUL SMITH, formerly a scriptwriter of CBS, who also handled several newscasts for that network from Mexico, is author of a book titled *The Journey* to be published Aug. 10 by Henry Holt, New York.

Cooperation

GEORGE SNELL, writer for KDYL, Salt Lake City, was having a hard time calming Boyd Park Jewelers after a KDYL announcer omitted the sponsor's announcement during a spot for high grade watches. That is, he had trouble until two KDYL engineers wandered in to buy watches, followed later by a country lad who had heard the announcement. "Gee," remarked the sponsor, "radio does work, doesn't it?" Sid Fox, KDYL manager, arranged a new contract, and the two engineers got bonuses for helping save the account.

Don Pryor on Tour

DON PRYOR, CBS news reporter, last week started off on the second and most extensive part of a tour of America to study at first hand how the average American feels about the war and his own prospects in the postwar world. Mr. Pryor, who covered the Middle Atlantic states on the first part of his trip, will visit key cities in the South Mid-West and West, interviewing and observing and reporting his conclusions on the CBS programs *The World Today, Report to the Nation* and *World News Today.*

WESTERN ASSN. of Broadcasters will hold its annual summer meeting Aug. 23-24 at Banff, Alb. Dick Rice, CFRN, Edmonton, president of WAB, will preside.

AMERICA'S **No. 1**

LOCAL STATION

WEMP

In America's 13th Market

MILWAUKEE, WISCONSIN

Basic Blue ***24 Hour Operation***

Is now represented nationally by

HOWARD H. WILSON CO.

New York Seattle Chicago San Francisco Hollywood

Talent Pool Sets Up Pledge System

Six Weeks War Work Yearly To Be Given by Members

NATIONAL Entertainment Industry Council last week set in motion plans for a "pcol" of the talent and resources of the radio, film and theatre industry, through the distribution to its 47 member organizations of a war service pledge card.

The pledge, as approved by the Council's coordinating committee last week, is to be signed by individual members of the cooperating organization, and will commit them to a minimum per year of six weeks of war effort work, or 36 performances, at the request of the Council. The signed pledges will be read at a rally of the entertainment world in New York, scheduled for Sept. 20.

Developments in the radio phases of the Council's activities as worked out by the special projects committee of the American Federation of the Radio Artists, headed by Minerva Pious, of AFRA's National Board, include plans for the production of eight programs to be offered through the OWI, and special non-broadcast performances in connection with Third War Loan drive. Following up the suggestion made by Walt Dennis, news chief of the NAB, that a script file be set up as a source for war effort broadcasts, it was announced that the Treasury Department had offered its *Treasury Star Parade* programs for this purpose.

Next meeting of the Council has been set for Sept. 1. Chief committee set up last week was the projects committee headed by Philip Loeb, Actors Equity, chairman, and Anita Graniss, AFRA, vice-chairman, who has also been elected to the coordinating committee.

Kate Continues

KATE SMITH, CBS star, now in her 13th year on the air, will continue for at least three years more under her latest contract with General Foods Corp., New York, which carries *Kate's Variety Hour*, heard Friday on CBS, through 1945. The program returns to CBS in the fall, while Kate's five-weekly daytime program on CBS has continued through the summer. Agency is Young & Rubicam, New York.

WHN to Broadcast N. Y. Giants Football; Other Plans Lag As Schools Drop Game

IN PREVIOUS seasons preliminary plans for football broadcasts were pretty well lined up by August. In this second summer of the war advance preparations have been slow in getting started, with many colleges reported abandoning football for the duration because of transportation difficulties and lack of coaches and players.

Plans Uncertain

One of the first stations to announce the acquisition of football broadcasting rights is WHN, New York, which last week reported it had arranged to broadcast all home and away games of the New York Giants during the 1943-44 season. The schedule will probably start in early October, but no details are yet available.

Other advertisers, such as Atlantic Refining Co. and P. Lorillard Co., which usually sponsor fall football, have not yet indicated their plans for this season.

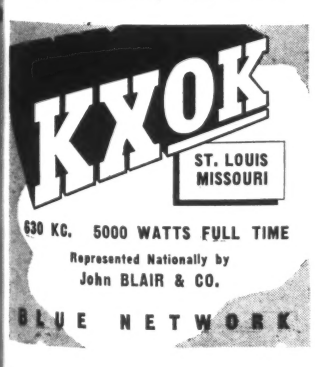
Wartime restrictions on gasoline for civilians seem to have brought about a 100% increase in baseball listening on WHN over that of 1942, the station further reported last week on the basis of a five-day survey made in July. The station found that Saturday and Sunday baseball listening started approximately 50% below 1942 figures and gradually rose to a 50% increase in June over 1942, and 85% increase over July 1942.

The increase in listeners to Brooklyn Dodgers games on WHN is attributed by the station to the fact that it is the only major station in New York presenting major league baseball, as well as that more listeners are at home this summer instead of at the beaches.

Satevepost to Resume

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*), after cancelling in late June the varied schedule of one-minute announcements started last February on 47 stations in eight major markets, goes back on the air Sept. 15 with approximately the same intensive campaign which began in February. Agency is MacFarland-Aveyard, Chicago.

ASSOCIATED LABS, Inc., Long Island City, N. Y., has been ordered by the Federal Trade Commission to cease and desist from misrepresenting the therapeutic properties of Kelp-A-Malt, which it advertises as a treatment for underweight and run-down conditions.



Serving
39% OF ALL RADIO HOMES IN TEXAS
56% OF ALL RADIO HOMES IN OKLHHOMA
"Good Luck"
on any schedule directed to the Southwest
KWFT
THE "Lucky Coverage" AREA
THEY NOT ONLY LISTEN — BUT THEY BUY!
800,000 PIECES OF MAIL ANNUALLY
600,000 INCLUDING PROOF OF PURCHASE
WICHITA FALLS, TEXAS
620 KILOCYCLES
The Choice Spot on the Dial
* 5,000 WATTS DAY * 1,000 WATTS NIGHT
KWFT WICHITA BROADCASTING CO.
WICHITA FALLS, TEXAS
Columbia Affiliate
National Representative: PAUL H. RAYMER CO.
CBS

Power AND POPULARITY
WCAO
The Voice of Baltimore
5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland
PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

MIDWEST FARMERS HONORED BY WNAX

"TALLEST radio tower" in the land at Yankton, S. D., will be dedicated Sept. 4 to "The Midwestern Farmer, Home Front Fighter", as a gesture of appreciation for his part in the war effort. Governors from the Dakotas, Nebraska, Iowa and Minnesota, members of the House and Senate and other Washington dignitaries will select the individual from among five candidates representing the five-state area served by WNAX, Yankton-Sioux City.

In Washington last week conferring with the Maritime Commission, which has agreed to participate in the celebration, were Phil Hoffman, WNAX general manager, Jack Page, promotion director, and James Allen of the Yankton Chamber of Commerce.

To recognize the importance of the farmer to the war effort, as typified by the Midwestern Farmer, the Maritime Commission is breaking a precedent by allowing WNAX to broadcast, about the middle of September, ceremonies in which the farmer selected on Sept. 4 will launch, via remote hookup, a Victory ship at an unnamed port.

The five candidates from which the Homefront Fighter is to be chosen are to be selected from case histories of men sent to WNAX by bankers in the five states, who were asked to submit the names of men in their area doing, in their opinion, the best wartime job with the means available.

GRANT PARR, NBC correspondent, is the author of an article in Aug. 7 issue of *Liberty Magazine* on the exploits of the 57th Fighter Group of the U. S. Army Air Forces in the North African campaign.

Gregory Leaving WEAF For Schenley Radio Post

SHERMAN D. GREGORY, former manager of WEAF, New York, has been appointed radio director of Schenley Distillers Corp. and Schenley Import Corp., New York. Placed in charge of all radio activities of Schenley, Mr. Gregory will supervise the company's current network programs, including the *Cresta Blanca Carnival* for Cresta Blanca wines and the *Roma Wine Comedy Show*, both on CBS, and *Alec Templeton Time* on the BLUE for Dubonnet wine. Roma and Dubonnet are both subsidiaries of Schenley.

Mr. Gregory

Mr. Gregory resigned from WEAF in May of this year, having previously been manager of NBC's M & O stations, and prior to that with KDKA, Pittsburgh, when it was an NBC-sponsored station.

Meyer Quits FCC

DANIEL W. MEYER, employed in the litigation section of the FCC law department, resigned last Thursday because of ill health and is expected to go to New York for treatment. Mr. Meyer, a graduate of Harvard U., and Columbia law school, joined the FCC Aug. 25, 1941, and has since worked under Nathan David, assistant general counsel. He signed briefs for the Commission in the network litigation. His salary was $3,800 a year.

One a Minute

SEVENTEEN blood donors in 15-minutes was the round-up score for the first period of *Blood Relative*, new show on KROW, Oakland, Cal. The program is broadcast Monday through Friday from the third floor of the John Breuner Co., and the main floor of I. Magnin Co., leading department stores which sponsor the effort in behalf of the Red Cross.

Grove's Campaign

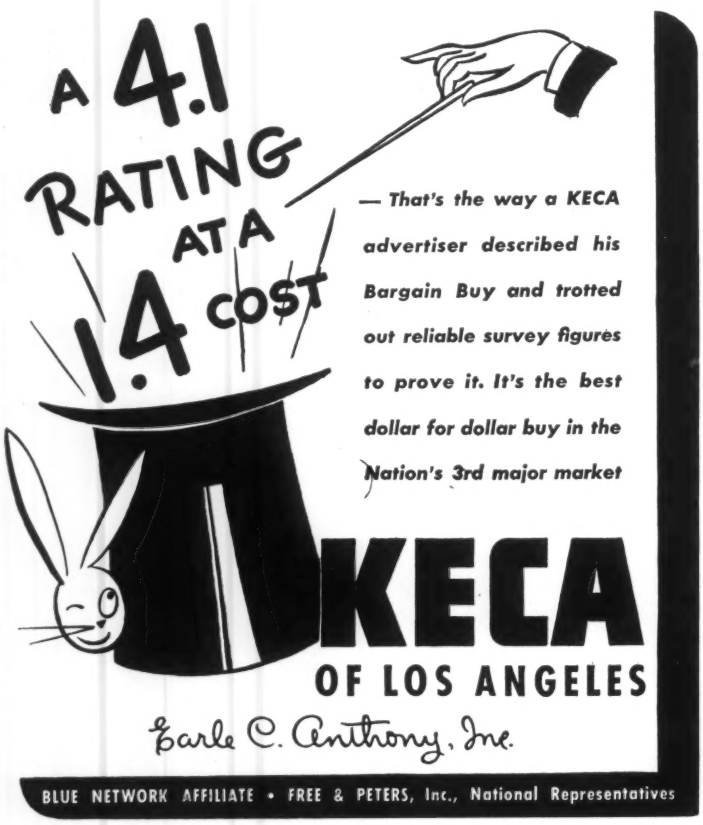
GROVE LABS., St. Louis, starting Sept. 6 will intensify its radio newspaper and magazine campaign for A.B. and D. vitamins, B Complex and Grove's cold tablets. Daily spot announcements on a varying schedule will be carried on 100 stations for A.B. and D. vitamins, and on an additional 100 stations for B Complex, while daily spot announcements on 200 stations and the quarter-hour *Reveille Roundup* program on 72 NBC stations three times weekly at 7:45 a.m. will be used for Grove's cold tablets. Campaign will continue to March 1. Russel M. Seeds Co., Chicago, has the account.

Newark CP Denied

NEWARK BROADCASTING Corp.'s application for a new station on 620 kc, with 5 kw, unlimited time, using a directional antenna day and night, was denied last week by the FCC on the basis of its policy, adopted last April, of denying construction permits which would require the use of critical materials. Officers of the corporation are Arthur F. Egner, president 10 shares; Lena D. Griffith, vice-president, 5; Stuart Hedden, secretary, 25; Arthur T. Vanderbilt, treasurer, 30.

Margarine Schedule

B. S. PEARSALL BUTTER Co., Elgin, Ill. (Elgin Brand Margarine), now using a diversified schedule of home economics and participation programs, station breaks and one minute announcements in the East, Midwest and South, plans to increase its schedule in the Chicago area. Programs now are heard on WBZ WELI WGAN WBZA WMUR WCBS WROK KOMA KTUL. Agency is Schwimmer & Scott, Chicago.


A 4.1 RATING AT A 1.4 COST
— That's the way a KECA advertiser described his Bargain Buy and trotted out reliable survey figures to prove it. It's the best dollar for dollar buy in the Nation's 3rd major market
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

DISCUSSING fall programs as well as the new three demensional Mutual sales presentation are (l) Miller McClintock, Mutual president, and (r) Leonard Kapner, general manager of WCAE, Pittsburgh. Occasion was WCAE cocktail party for Mr. McClintock.

Chaplin's 12th

W. W. CHAPLIN has added a twelfth broadcast, Saturday, 5:45 p.m., to his weekly schedule of news programs on NBC. Mr. Chaplin, who joined NBC in January, after 11 years with International News Service, preceded by 11 years with Associated Press, is the author of a book to be published by Appleton-Century Co. in September, titled *70,000 miles of War*.

Centaur's Spots

BRONIZED YEAST Co,, Rahway, N. J., division of Centaur Co., on Aug. 2 will start a campaign of one-minute spot announcements to run 20 times weekly for eight weeks on a selected list of New England stations. Company also sponsors the half-hour mystery drama *Lights Out* on CBS. Agency is Ruthrauff & Ryan, New York.

ALGIERS, North Africa, has a new radiotelegraph station opened by Mackay Radio and Telegraph Co., I.T.&T. associate, utilizing American equipment and personnel. According to the announcement by Admiral Luke McNamee, president, the new station was needed to facilitate the growing volume of military and press traffic between this country and Algiers.

NATIONAL Concert & Artists Corp., New York, has organized a special attractions department under the management of Robert E. Smith, to handle increased activities in the management of personal appearances of entertainers, particularly in the radio field.

Video Group Plans Post - War Studies

WHEN television comes into the parlor, motion pictures and theatres will go out of business, Ray Nelson, supervisor of daytime programs at WOR, New York, told the American Television Society last Thursday at its July meeting held at the Hotel Capitol, New York. Mr. Nelson is directing a series of experimental telecasts presented by WOR each Tuesday on W2XWV, the Du Mont television station in New York.

Mr. Nelson said it is not at all impossible that Hollywood, ten years from now, may not be chiefly engaged in furnishing films to television stations in much the same way that transcription companies now supply radio stations with recorded entertainment.

Sam Cuff, in charge of experiments with commercial television at W2XWV, told the meeting that television is an "animated, vocal store window" affording the greatest opportunity ever given for the effective advertising of trade marked packaged goods. Agreeing with Mr. Nelson that the advertisers who will support television will do their best to put on programs that will keep people watching at home, Mr. Cuff said nearly 30 of the major advertising agencies have expressed interest in Du Mont's offer to make its facilities available for commercial experimentation and that several agencies have already put on programs.

Norman D. Waters, president of ATS, who conducted the meeting, appointed a committee to prepare postwar plans for presentation to the industry.

Wine Schedule

K. ARAKELIAN Corp., New York (Mission Bell wines), on July 26 began quarter-hour programs six days a week describing the feature race from Chicago race-tracks on WIND, Gary. Programs are scheduled until Chicago area meetings end Nov. 1. Agency is Schwimmer & Scott, Chicago.

FTC Stipulation

ALBERT G. GROBLEWSKI & Co., Plymouth, Pa., last week stipulated with the Federal Trade Commission to cease certain advertising claims pertaining to Groblewski's Headache Powders, Groblewski's Nasal Jelly, Groblewski's Preparation C, Groblewski's Powders for Round Worms, Oohotin, Groblewski's Revila Powders, Egiuterro.

FM Diretors Meet

DIRECTORS of the board of FM Broadcasters Inc., who will meet Aug. 3 in Milwaukee's Radio City, will have as their guests Dr. W. R. G. Baker, vice-president of General Electric Co. and director of the RMA Engineering Department, and Maj. Edwin H. Armstrong, according to Walter J. Damm, who is president of the organization and also heads WTMJ Milwaukee, and FM station W55M Milwaukee.

Water System Series

F. E. MEYERS & BROS. Co., Ashland, Ohio (water systems) on Sept. 13 will begin an early morning music and dialogue program thrice weekly on WLS, Chicago. Contract, which is for 10 weeks, was placed by Meldrum & Fewsmith, Cleveland.

Webb Coffee Back

THOMAS J. WEBB Co., Chicago (coffee), on Aug. 2 returns to the air with five announcements daily seven days a week on each of three Chicago area stations. The 52-week announcement campaign will be carried on WGN and WCFL, Chicago, and WIND, Gary. Announcements are in addition to their present quarter-hour program, *Swing It*, three times weekly on WGN. Agency is Schwimmer & Scott, Chicago.

Goldman Enters Service

SIMON GOLDMAN, manager of WJTN Jamestown, N. Y., has entered the Army signal corps and Dayton S. Wilkins, treasurer of WJTN, will act as manager of the station while Mr. Goldman is on leave with the Army.

Here's Vigorous Healthy Growth

San Antonio's civilian population increased 22.3% between April 1, 1940 and March 1, 1943. That's vigorous growth!

It's also healthy—for San Antonio is ONE of the SIX metropolitan counties in the ENTIRE United States listed by the Census Bureau, in a survey released Jan. 15, 1943, as having the most rapid wartime growth and the best postwar prospects of retaining its growth!

The latest C. E. Hooper Listening Index (May-June) shows that more of the population, both old and new, listen regularly to WOAI than all other stations combined.

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

81.2% TO 96.8%
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.
WRBL
COLUMBUS, GA.
• CBS •

Durr Says Engineers, Not Lawmakers Likely To Decide Who Shall Use Air

RADIO ENGINEERS rather than our lawmakers may ultimately answer the questions of who shall use the air and how it shall be used, FCC Commissioner C. J. Durr told the Democratic National Women's Club in Washington last Monday. "New techniques for the use of frequencies are constantly being developed," he said. "Many remarkable developments now secret will doubtless come to light when the war is over. Some day we may have a frequency for everybody who wants to start a radio station, but that day isn't here yet."

Commissioner Durr's talk was on "Radio and Freedom of Speech". He observed that while nearly everyone agrees in principle with the simple words of the Constitution guaranteeing freedom of speech and of the press, it is often extremely difficult to agree on application of the principle to specific cases.

Network Rules

The chain broadcasting regulations were cited as an example of two opposite views on the application of the principle of freedom of speech. "The Commission called its regulations a Magna Carta for the independent broadcasting stations," said Mr. Durr, who was not a member of the Commission at the time the network regulations were adopted, "and claimed that it was extending a degree of free speech to a field where it had theretofore been restricted." Mr. Durr declared that he favored the regulations "in principle" and explained that his lack of knowledge of detailed testimony in the case prevented an endorsement in detail.

Another point raised by the network case is that the chief bar to free speech may be by action of private parties rather than the more traditional suppression by Government, he said. "Traditionally, the threat to free speech against which John Milton inveighed and from which the Founding Fathers sought to protect us was the threat of suppression by a powerful government. Today, free speech may also depend upon access or lack of access to privately controlled facilities for the dissemination of information—the press and radio. It may be as effectively curtailed by private economic sanctions as by the Government."

Pointing out that radio frequencies may not be privately owned because Congress has expressly reserved title in the people, Mr. Durr took issue with the right of private interests to "control" what goes on the air, mentioning specifically last year's Cooperative League case.

There isn't room on the air or time on the stations for all who want to have their say, and these physical limitations mean that someone must choose what shall and shall not be broadcast, said Mr. Durr. "Here arises the question as to whether or not Congress should lay down further standards and set up a Board of Review to pass upon complaints of unfair exclusion from the air.

"I won't give you the answer," he concluded, "because, frankly, I don't know what it should be." Mr. Durr then outlined several points for and against such a board of review.

ARMY RADIO CHAIN
Operated by War Dept. For Troops Overseas

A CHAIN of 23 U. S. shortwave stations and 90 overseas longwave transmitters are operated by the Special Service Division of the Army Service Forces, War Dept. testimony at hearings before the House Appropriations Committee revealed. Facilities are used for the information and entertainment of troops.

"We found that the troops overseas need radios," said Gen. F. H. Osborn, SSD chief, "and they depend on radios for news and information, particularly in isolated posts. We found, for instance, that all through the Aleutians the stations in Alaska did not reach the far Aleutian Islands and the only radio they were hearing was the Japanese radio, broadcasting in English, and they did not get any American news."

Gen. Osborn related that the War Dept. began to put up small stations, with a radius of only a few miles. Five are operating in the Aleutians, and nine more are going up. At present, the Special Service Division provides the stations with 34 programs a week.

About $21,100,000 of the money requested for radio equipment for overseas forces would be used to buy small radio sets for servicemen during the next fiscal year, and about $800,000 to pay for broadcasting stations, the general said.

THE *Hired Hand Exchange*, feature of WGY, Schenectady, N. Y., through cooperation with the U. S. Employment Service, filled 45% of all the employment requests received for farm help by WGY during the first six months of 1943.

"OUR FIFTH YEAR"
for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

AP
KGB (-KWTO, Springfield, Mo.
. . . well pleased with AP service . . . you're doing a swell job!
F. M. Sullivan, Managing Editor.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

★ THE BRIGHT SPOT of Eastern New York ★
SCHENECTADY TROY ALBANY
WTRY The Buying Triangle
Only BLUE Network Station Covering this Area
Represented by Raymer

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Dual FCC Hearings Slated

(*Continued from page 10*)

mit Communists to the organization of "Victory Councils".

The report also referred to the murder on Jan. 4 of Carlo Tresca, Italian editor and radio commentator and an enemy of Communism and Fascism. This, it was held, brought to light a controversy of long standing between the pro-Democratic Italians and the "pro-Communistic groups in the OWI."

All this data, it is understood, have come into the hands of the FCC investigating committee, along with allegations that OWI and the FCC's former War Problems Division, handling foreign language matters, collaborated in the regulation of Italian language broadcasts. The Office of Censorship, Radio Branch, headed by J. Harold Ryan, is understood to have been on the other side of the fence.

No announcement was made last week regarding the phase of the hearings to be picked up Aug. 9 in Washington. The only aspect thus far covered has been the so-called war activities of the FCC, involving the Foreign Broadcast Intelligence Service and the Radio Intelligence Division. An interim report, it was learned, will be filed along with a bill proposing to transfer FBIS and RID to the military services or to other wartime Government agencies.

Fred R. Walker, District attorney, assistant general counsel of the committee, probably will take up examination of witnesses in Washington, Aug. 9. He has been covering specialized phases of the Commission's activities with considerable attention devoted to the "secret" trial of Neville Miller, NAB president, by the Board of War Communications because of purported "breach of trust" in connection with certain matters handled by the Domestic Broadcasting Committee of BWC, of which he is chairman.

Chairman Fly, at his press conference last Monday, in commenting on the proceeding, said there had been "quite a bit of reaction from the industry" on the Cox Committee, particularly from small stations. Expressing satisfaction over these comments, he said he thought most of the stations "realize that the Commision has done more to protect them than anything else." He cited another comment from a small broadcaster stating the Commission was the "small broadcaster's best guarantee of fair treatment in the industry."

Asked whether these expressions all came from small stations, Mr. Fly said there were comments from other groups, too. All this has been "rather encouraging," he said.

Assails Committee

Maintaining his strafing attack upon the Cox committee, Mr. Fly said there had been "some backfire from stations that have been pressed by the staff of the committee to give evidence or make statements against the Commission when those stations were unwilling to do so." He added there had been "a pretty broad circularization of the various stations by the committee's counsel in an effort to get them to make statements against the Commission, and in certain cases where they have declined to make such statements, they received sharp reprimands from the counsel of the committee."

Asked about the "nature of the backfire," Mr. Fly refused comment but observed that "you can imagine about what that has been."

Urges Record Copyright

SUGGESTED solution to the present ban on recordings placed by the American Federation of Musicians was given prominence on the radio page of the July 25 *New York Times*, with Olin Downes devoting his music column entirely to a letter he had received from Sir Thomas Beecham, eminent British conductor. The conductor advised passage of a law for copyright of recordings.

FARM AND FOOD
Clarification Sought on Trip to Capital

SPENDING a whole week in Washington, Cliff Gray, farm service director of WSPA Spartanburg, S. C., confered with high officials in order to gain a clear conception of the present farm picture and the Government's food program.

Before leaving, director Gray announced to his listeners on the *Piedmont Home Hour* that he was going to Washington, and if there were any questions they wanted answered about the farm and food program to send them in. Mr. Gray arrived in Washington with a brief case full of questions—so many that War Food Administrator Marvin Jones exclaimed that it would take his staff two weeks to answer all of them.

While in Washington, "Farmer" Gray made a series of transcribed interviews which he air expressed back to WSPA for use on his programs. Recorded talks with Senator Ellison D. Smith, chairman of the Senate Agriculture Committee; War Food Administrator Marvin Jones; certain Carolina members of Congress and a half-dozen officials of the Department of Agriculture, enabled Mr. Gray to present a well rounded Washington picture to his Piedmont farm listeners.

WAVES present Glee Club, dance orchestra, and military band music on a weekly half-hour program broadcast on WOR, New York, by members of U. S. Naval Training Station, Women's Reserve.

ACCESS (Ky.) AIN'T OPEN TO US!

Nope, WAVE probably doesn't have a friend to its name in Access (Ky.). Reckon we miss a couple dozen people that way! But one thing we *don't* miss is the Louisville Trading Area, with 1,336,000 people and 242,077 radio homes! We ain't lookin' the other way when these people go to buying their 57.5% of all the State's merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for *Access?*

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

NOW YOU CAN AFFORD TO FEATURE GEORGE JESSEL

on 1-min. spots at a fraction of what you'd expect.

AVAILABLE TO ONE SPONSOR IN EACH AREA

Furnished custom-built with Jessel doing complete one min. spots or syndicated (½ min.) with open end for live commercial.

20 TESTED—SURE-FIRE LAUGH PROVOKING SPOTS

STARRING GEORGE JESSEL IN HIS FAMOUS TELEPHONE ROUTINE

WRITE, WIRE or PHONE

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

TEST YOUR KNOWLEDGE OF PANAMA

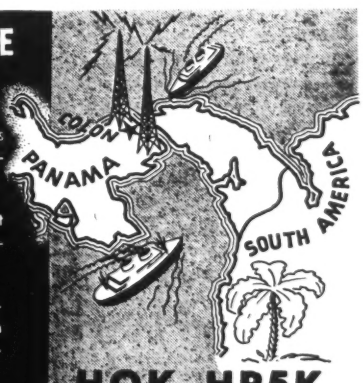
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 24 TO JULY 30 INCLUSIVE

Decisions . . .

JULY 27

WTAL, Tallahassee, Fla.—Granted consent to asignment of license from Florida Capital Broadcasters, Inc., to Capital City Broadcasting Corp. for $22,500; renewal of license.

WAIT, Chicago—Granted consent to assignment of license from WAIT, Inc., to partnership of Gene T. Dyer, Evelyn Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss d-b as station WAIT.

WELI, New Haven—Granted consent to transfer control from Patrick J. Goode to Arde Bulova.

WNBC, Hartford—Same.

KXL, Portland, Ore.—Granted license renewal, regular period.

KIUN, Pecos, Texas—Same.

First Baptist Church, Pontiac, Mich.—Granted extension authority transmit programs over facilities of Mich. Bell Telephone Co. to Windsor, Ont.

Chattahoochee Broadcasting Co., Columbus, Ga.—Denied petition for rehearing directed against Commission's action on June 29, granting application of WDAK, West Point, Ga., for CP to move station to Columbus, Ga.

TEMPORARY RENEWALS — KRST KCMC KGGF KGKL KIUL KPLT KRBC KRLH KSUB KVGB KVSF KWFC WABI WCBT WCOV WGGA WHOM WLBJ WNBZ WOCB WSAY WSYB WTEL WJW KORN KSJB KWLK WATL WBLK WELL WEOA WHDF WJHO WMSL WSAM WCBI.

W49BN, Binghamton, N. Y.—Granted license to cover CP.

New, Edwin H. Armstrong, New York—Granted license for transmitter to operate on 43,100 kc, 40 kw, area 15,610 sq. mi.

W43B, Boston—Granted license to cover CP, in part, for FM station, 44,300 kc, unlimited.

W5XAU, Oklahoma City—License further extended to Oct. 1 on temporary basis pending action on renewal.

W9XLA, Denver—Same.

W2XWE, Albany, N. Y.—Same.

JULY 28

KGCX, Sidney, Mont.—Dismissed without prejudice petition to intervene on application of KCMO for license to change to 480 kc.

JULY 30

WABY, Albany, N. Y.—Set aside license renewal on regular basis, granted temp. extension pending disposition of WOKO application.

Newark Broadcasting Corp., Newark, N. J.—Adopted proposed findings of June 2, 1943; denied CP.

WKY, Oklahoma City—Granted extension completion date on CP to increase power, etc.

Applications . . .

JULY 26

W71NY, New York—License use transmitter of FM experimental W2XOR as auxiliary transmitter with 1 kw.

CBS, New York—CP for new shortwave station on 6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 kc, 50 kw, A3 emission, unlimited, except share on all frequencies with WCRC, WCBX, WCDA; share on 6060 with KWID and KWIX; use 6120 kc by special authority.

WOI, Ames, Ia.—Special service authorization operate 6 a.m. to local sunrise, CST, with 5 kw to Feb. 1, 1944.

KPQ, Wenatchee, Washington—Mod. CP as mod. for new transmitter, DA-N, etc. extend completion date.

JULY 29

General Electric Co., Schenectady—CP for new international station, 25 w, A3 emission.

Tentative Calendar . . .

KFXM, San Bernardino—CP for unlimited, 1240 kc, 250 w (Aug. 3).

WOKO, Albany, N. Y.—License renewal, further hearing (Aug. 3).

Network Accounts

All time Eastern Wartime unless indicated

New Business

BANK OF AMERICA National Trust & Savings Assn., San Francisco (institutional), on Aug. 2 only, Talk by A. P. Giannini on 16 Don Lee California stations, Mon., 8:45-9 a.m. (PWT). Agency: Charles R. Stuart, San Francisco.

AMERICAN DAIRY Assn., Chicago (dairy products), on July 18 started for 13 weeks transcribed version of *Voice of the Dairy Farmer* on 9 Don Lee Washington stations, Sun., 3:45-4 p.m. (PWT). Agency: Campbell-Mithun, Chicago.

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), on Sept 12 or 19 resumes Dorothy Thompson, commentator, on 70 BLUE stations, Sun., 7:15-7:30 p.m. Agency: Emil Mogul Co., N. Y.

EMPLOYERS GROUP, Boston (insurance), on Aug. 6 starts Cedric Foster, commentator, on 10 MBS stations, Fri., 10-10:15 p.m. Agency: H. C. Humphries, Boston.

Renewal Accounts

COUNCIL ON CANDY as food in the war effort, Chicago, on Aug. 15 renews *Washington Reports on Rationing* on 48 NBC stations, Sun., 3-3:15 p.m. Agency: BBDO, Chicago.

STANDARD OIL Co., San Francisco, on Sept. 26 renews for 52 weeks, *Standard Symphony* on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ) and adds KMED. Sun., 8:30-9:30 p.m. (PWT). Agency: BBDO, San Francisco.

STANDARD OIL Co., San Francisco, on Oct. 14 resumes for 39 weeks, *Standard School Broadcast* on 12 NBC Western stations (KFI KMJ KPO KGW KOMO KHQ KMED KDYL KTAR KGLU KVOA KYUM) Thurs., 10-10:30 a.m. (PWT). Agency: BBDO, San Francisco.

AMERICAN HOME PRODUCTS Corp., Jersey City (Old English products), on Aug. 3 renews for 52 weeks, *Fleetwood Lawton, News Analyst*, on 6 NBC Pacific stations, Mon., Tues., Wed., Fri., 8:15-8:30 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

RICHFIELD OIL Co., Los Angeles, on Aug. 8 renews for 52 weeks, *Richfield Reporter*, Sun. thru Fri., on 6 NBC Pacific stations (KFI KPO KGW KOMO KHQ KMJ), 10-10:15 p.m. (PWT), and 4 NBC Ariz. stations (KYUM KTAR KGLU KVOA), 10:30-10:45 p.m. (MWT). Agency: Hixson-O'Donnell Adv., Los Angeles.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Aug. 7 shifted *Your Hit Parade* on 118 CBS stations, Sat., 9-9:45 p.m., with West Coast rept., Sat., 9-9:45 p.m. (PWT), from New York to Hollywood for four weeks. Agency: Foote, Cone & Belding, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Aug. 6 shifts Moore-Cugat-Durante, on 129 NBC stations, Thurs., 10-10:30 p.m. (EWT), from New York to Hollywood. Agency: Wm. Esty & Co., N. Y.

WM. WRIGLEY Jr. Co., Chicago (Spearmint), on Aug. 2 replaces *Keep the Home Fires Burning* with *American Women* on 116 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (institutional), on Aug. 8 shifts *Ceiling Unlimited* on 57 CBS stations, from Mon. 7:15-7:30 p.m. to Sun., 2-2:30 p.m. Agency: Foote, Cone & Belding, Los Angeles.

UNION OIL Co., San Francisco, on Aug. 23 reduces schedule from five to three weekly and adds 22 Don Lee Pacific stations to *General David Barrows, News Analyst*, making total of 33 Don Lee stations, Mon., Wed., Fri., 9:30-9:45 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

WM. WRIGLEY Jr. Co., Chicago (Spearmint), on Aug. 2 dropped *Keep the Home Fires Burning* on 19 CBS stations, Mon. thru Fri., 5:45-6 p.m, and substituted new dramatic series, *American Women*, at the same time on the same stations, originating at WBBM, Chicago. Agency: Arthur Meyerhoff & Co., Chicago

WMC Names Nine Cities As Labor Shortage Areas

ACUTE labor shortage classification (Group I) has been applied by the War Manpower Commission to nine new cities, effective Aug. 1. The WMC also has for the first time designated an entire state as a labor shortage area, having so classified all places in California which are not now listed in Group III—areas where labor shortage may occur in the next six months.

Seven of the nine cities, Anderson, Ind.; Everett, Wash.; Los Angeles; New Bedford, Mass.; Oklahoma City; Racine, Wis.; Spokane — were transferred from Group II to Group I. Butte, Mont., and Eureka, Cal., were classified for the first time and put in Group I, as was the territory of Hawaii.

Situation has improved in the Dayton-Springfield (Ohio) area which has been shifted from Group I to Group II.

WJZ Survey Published

WJZ, BLUE outlet in New York, has published results of a study of listening habits made by Crossley Inc. and released last week by John McNeil, manager of WJZ. Titled the "WJZ Multiple K Market Study", the survey measured dialing habits of listeners to all stations in cities of 75,000 population and over within the ½ millivolt contour of WJZ.

WBBM Parents

PARENTHOOD flourishes on the announcing staff of WBBM, Chicago. Bob Cunningham is the father of a boy born July 21, Jonathan Cole has a son born July 23, and Gordon Gray has a daughter born July 26.

20 Years OF LEADERSHIP
590 K.C.
BASIC NBC
5000 WATTS
OMAHA+
333 COUNTIES
JOHN J. GILLIN, JR., PRES. JOHN BLAIR & CO. REP.

Introductory Broadcast
BULLFROGS AND MARINES
Carnation Contented Hour—NBC—August 2
Associated Music Publishers, Inc., New York

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Radio Salesman—New Opening in Radio Department of large Washington, D. C., Advertising Agency. Excellent opportunity. Write full particulars—experience—age—draft status. Commission against drawing account. State draw required. All replies held confidential. Our organization knows of this advertisement. Box 125, BROADCASTING.

ANNOUNCER — With some experience. Must have at least third class license. Give complete details first letter, including minimum salary. Radio Station WMOG, Brunswick, Georgia.

Announcer-Salesman—Salary and Commission. Permanent job. Progressive local network station. Box 113, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 104, BROADCASTING.

Wanted—Experienced sound effects technician for major network. Box 126, BROADCASTING.

First Class Radiotelephone Operator—With background and experience in managing station. State qualifications, experience, education, draft status, wages and hours expected. WRLC, Toccoa, Georgia, 250 Watts.

Wanted—Chief Engineer and Announcer immediately. Wire qualificatiins, minimum salary, draft status. Julian Aydlett, WCNC, Elizabeth City, N. C.

Announcer—Permanent position with 5 kw regional network station for draft deferred, experienced man. Box 103, BROADCASTING.

ANNOUNCER-SALESMAN — Good opportunity for experienced man with successful record. Basic announcing salary plus commission on list of active accounts. Submit full detailed information first letter. Voice recording. WSAV, Savannah, Georgia.

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent career positions with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 101, BROADCASTING.

Hammond Organist - Announcer — Good Newscaster-announcer; assistant program director; engineer. Men or women, progressive network station, non-defense area. Box 112, BROADCASTING.

Announcer—Permanent staff position local network southeastern station. Good salary. State draft status, experience, enclose photograph first communcation. Box 111, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

DIRECTOR-TEACHER—Radio Department leading New England Professional School. Will consider woman but man preferred. Should have had professional experience and some knowledge of announcing, program building, directing. School opens September 7. Send references and state salary requirements to Box 107, BROADCASTING.

Announcer—To handle news broadcasts and work board. Good starting Salary. Steady employment; non defense area. Living accommodations can be arranged. 4F or Married. WSYB, Rutland, Vermont.

Wanted—Two announcers. We pay $35.00 to start. We want men who understand Showmanship. Ideal living and working conditions. WTAQ, Green Bay, Wisconsin. CBS—5000 watts.

Situations Wanted

PROGRAM DIRECTOR—Or Production Manager. 22 years' experience in theater and radio. Draft exempt. Permanent position, no wartime replacements. Midwest preferred. Available September first. Box 123, BROADCASTING.

Aggressive Radio Executive—Desires management of station promising market with or without investment. Years' experience in all phases radio and newspaper. Unusual record and background. Box 106, BROADCASTING.

SALESMAN—Fourteen years Station Management, creative sales experience. Agency, network background. Desires sales position major market station or station representative. Commission basis preferred. References. Draft exempt. Box 127, BROADCASTING.

Experienced Announcer-Operator—Can also write copy and script. Deferred. Eastern stations only. Box 119, BROADCASTING.

Salesman—Would like to locate in area with high altitude or dry climate, if on west coast, fifty miles from ocean. I am thirty-five years old, 4-F classification, which has not caused me to miss one day's work in past seven years. 15 years' experience in newspaper, outdoor advertising and 6 years which were in Radio, working with local and national accounts. Have plenty of original ideas and will give best of references. Now employed on west coast earning over $300.00 a month. Box 110, BROADCASTING.

EXPERIENCED ANNOUNCER—Available for special events, sports, and general announcing. Disability Discharge from Army. Prefer southwest, but will go anywhere. Transcription on request. State salary possibilities. Box 109, BROADCASTING.

STATION EXECUTIVE—Solid background in radio and advertising field. Completely familiar with all phases of station operation, programming and administration. Age 37, married, draft status 3-A. Now employed as station manager. Best of references. Box 105, BROADCASTING.

Young Man—Deferred, experience limited, three years college radio courses—desires position with radio station. Box 118, BROADCASTING.

ANNOUNCER - PROGRAM DIRECTOR—Now employed network station. Six years' experience. Sports, ad lib, commercial, general staff work. Married, age 25, 4-F. Prefers East or Midwest. Box 120, BROADCASTING.

Announcer-Program Director—10 years' experience network affiliates. 3-A father. Desires change to southern California. Box 115, BROADCASTING.

Engineer—First Class license, experienced, responsible, permanent, 4-F. Box 116, BROADCASTING.

Good Announcer—Draft free, Army honorable discharge. Feature news, music. Age 23. Box 108, BROADCASTING.

Chief Engineer—Experienced in installation and maintenance quarter to 50 KW. Desires locate South or Southwest. Deferred. Minimum salary $65 week. Box 102, BROADCASTING.

ANNOUNCER-NEWSCASTER — Programming experience. Married. Draft exempt. Prefer eastern area. Good references. Box 129, BROADCASTING.

Producer-Writer — Some announcing, 2½ years small station experience. Also rich retail advertising, merchandising background. Will combine talents to produce business. Married, 4-F, College, 28. Box 128, BROADCASTING.

Commercial Manager Available—4-F, married. College graduate. 12 years network and regional experience. Box 131, BROADCASTING.

GE GE PEARSON, comedienne featured in *Funny Paper People*, weekly dramatized series on KHJ, Hollywood, has been signed for a major comedy role in the Monogram film, "College Sweetheart".

Wanted to Buy

Radio Station—Local regional. Russell Bennett, Sweetwater, Texas.

Wanted to Buy—For war purposes four Presto Type 62-A or RCA 70-C transcription turntables or, alternatively, four Presto type 10-A chassis. Must be in satisfactory working order. Box 121, BROADCASTING.

Regional or Local Station—In southwest or midwest. Box 122, BROADCASTING.

Owner of Georgia Station—Wishes to expand operations, and is anxious to contact owners of stations in N. C., S. C., Ga., Ala, or Florida who wish to sell all or part of their station. Inquire in complete confidence to Box 114, BROADCASTING.

War Song Drive

WAYS of swelling the volume of good war songs, through stimulating new compositions and making full use of the proper outlets to put them over, were discussed last week at the first mass meeting of the American Theatre Wing's newly-organized Music War Committee. Formation of the group six weeks ago was inspired by the activities of the Writers' War Board and performs a similar function.

FOR THE THIRD successive year, Harry James emerges as winner of the 15th Semi-Annual orchestra popularity poll conducted by Martin Block on his *Make Believe Ballroom* program of recorded music on WNEW, New York. Glenn Miller takes second place, and Tommy Dorsey, third.

ADVERTISING DIRECTOR, SALES MANAGER and POWERFUL ADVERTISING SALESMAN

- Available to large Radio Station or Newspaper Owned Groups.
- Capable of organizing, directing and coordinating radio sales staff. In addition can sell important advertisers and advertising agencies. Strong idea and promotion man. Interested in large station where competition is intense.
- Now employed by one of the most successful newspaper-radio groups.
- Interview without obligation in your office after August 15th.

ADDRESS
BOX 117, BROADCASTING

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Added Funds Aid Mutual Programs

Will Cut Unsuited Programs; Replace With New Shows

AN "AGGRESSIVE" new program policy made possible through additional funds voted for the purpose at the July 14 meeting of the MBS board of directors and the formation of a special Mutual Program Operating Board were announced last week by Miller McClintock, MBS president, following a three-day program clinic in New York of the network's Executive Advisory Program Committee [BROADCASTING, July 26].

According to Mr. McClintock, the group "made a critical analysis of Mutual's entire program structure and decided to eliminate various types of programs not currently suited to the overall program policy and replace them with name-star, dramatic and idea shows of outstanding character." The best quality sustaining shows with strong commercial possibilities will be purchased by Mutual, under the new program policy, it was stated.

Continue Sustaining Shows

"Mutual will continue to originate "sound sustaining shows from its principal talent stations, but with the added principle of direct network aid in every way towards the creation and production of the best possible shows," Mr. McClintock emphasized.

Backing up the new program policy, the Program Operating Board will meet once a month under the chairmanship of Mr. McClintock, with Adolph Opfinger, Mutual program director, serving as vice-chairman. Members of the board, in addition to Mr. McClintock and Mr. Opfinger, are: Frank P. Schreiber, general manager, WGN, Chicago; Julius F. Seebach, vice-president in charge of programs, WOR, New York; Theodore C. Streibert, executive vice-president, WOR; C. M. Hunter, program director, WHK-WCLE, Cleveland; Linus Travers, executive vice-president of Yankee Network; Willet Brown of the Don Lee Network and Robert A. Schmid, MBS research and promotion manager.

Two Words

ACCORDING to Kemp Malone of Johns Hopkins U. in the *American Speech Quarterly*, "ration" is not one, but two distinct words. Public confusion over the pronunciation of "ration" may be traced to radio commentators, says Mr. Malone. "Ration" pronounced like "fashion" is the typical army term from the French military term for a soldier's daily food allotment. "Ration", pronounced like "nation", is a doublet of "ratio" and has the traditional Latin, school pronunciation.

KMBC TO HAVE OWN FARM

Twice-Daily Broadcasts to Originate From 400-Acre Project in Kansas

KMBC, Kansas City, has just completed preliminary plans to operate a 400-acre livestock farm in service to the farmers of the "Heart of America", according to Arthur B. Church, KMBC president.

Located 20 miles from downtown Kansas City, just across the Missouri line in Kansas, the farm will originate twice-daily broadcasts by Phil Evans, KMBC farm editor, presenting graphic on-the-scene reports of farm problems with recommended solutions.

Mr. Church invited all interested to send in suggestons of a name for the new farm. A $100 War Bond will be given the one whose suggestion is selected as the official name of this new KMBC "first" in the "Heart of America".

Even a Lake

The new KMBC farm is no gentleman farm, but one rather that lends itself to everyday, down-to-earth practices. Work has been completed on modernizing the main farmhouse including an acoustically treated office-broadcasting studio. The barns, silos and sheds show fresh coats of brown and green paint. A stock pond has been dug, and plans are being put into effect to provide the farm with a lake to protect against a possible serious drought.

"While it is the purpose of KMBC to make this developmental farm of maximum service to our listeners, to be successful it must be self-supporting and profitable," explained Mr. Church. "Located as we are, serving the 'Heart of America', the great grain and livestock area, we feel we can do a lot of good by actually putting into practice, so all can observe, the things our farm experts have been recommending to KMBC farm listeners.

"Careful development and planning have featured KMBC's farm service. In view of the fact that practically half of the listeners in the Kansas City area reside on farms, it is of primarv importance to maintain a close balance of programming in service to both rural and urban listeners.

"KMBC takes pride in that it is the only station in the Kansas City area with two fulltime farm men. Bob Riley, the station's fulltime marketcaster, recently started his fifth consecutive year in the exclusive broadcasting of official livestock reports direct from the largest livestock exchange building in America.

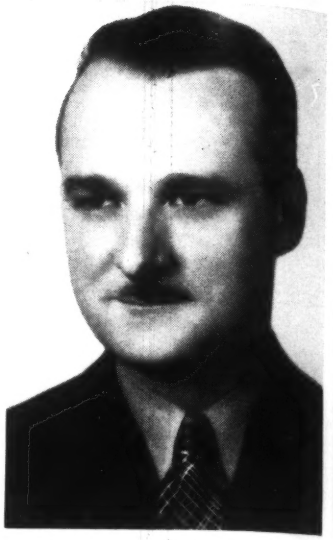
"The KMBC farm will maintain a pure-bred herd of Angus cattle, Berkshire and Hampshire hogs, Hampshire sheep, New Hampshire and Leghorn chickens, and a dairy herd of Guernsey cattle. Crops to be raised include corn, sorghum, wheat, oats, flax, soybeans and alfalfa, for just a few. The farm is self-supporting in the sense of feeding such grains produced to livestock.

"Phil Evans, farm authority, will conduct his daily morning and noon farmcasts direct from the farm. It was felt that through building up such a farm, a practical application of Evans' teachings could be made, and listeners will share his problems, learning by first hand experience what works out and what doesn't."

MARTIN GOSCH has resigned as associate producer of 20th Century-Fox, returning to William Esty & Co. as Hollywood producer of *Bud Abbott & Lou Costello Show* in the fall. His contract permits him to make outside film studio deals.

Drawn for BROADCASTING by Sid Hix

". . . and in Recognition of Your 12 Months Continuous Service, I Present You With This Symbol of Our Appreciation!"



PURPLE HEART award has been posthumously cited to Ensign Thomas A. McClelland, former chief engineer at KLZ Denver, who was killed in action at Pearl Harbor, Dec. 7, 1941 [BROADCASTING, Dec. 22, 1941]. Ensign McClelland was radio's first casualty in the present war.

After long experience in commercial radio, Ensign McClelland volunteered for active service and was commissioned as a naval reserve officer in April of 1941, being sent to the U. S. Naval Academy at Annapolis for a "refresher" course in communications.

NEWCOMERS PICNIC

Co-Sponsored by KDYL and Local Newspapers

OVER 50,000 persons turned out for a giant "Newcomers Picnic" co-sponsored July 27 by KDYL Salt Lake City, and local newspapers. An all-day and evening affair, the huge celebration was promoted by the combined efforts of press and radio.

Myron Fox, KDYL promotion manager, arranged ten hours of continuous entertainment for the affair and the KDYL orchestra was joined by five military bands and orchestras. Sgt. Emerson Smith, former KDYL production director, was mc for the show which had two broadcasts over KDYL, including a giant "singtime", and "opportunity contest" which gave winning newcomer appearance over NBC network, originating at KDYL. The Salt Lake Council of Women took care of the registration at the park, grouping the newcomers according to their respective states.

Lutheran Publicity

ESTIMATING some 17,000,000 children are not receiving religious instruction, the American Lutheran Publicity Bureau, New York, will start a drive in September to increase enrollment in Sunday schools of all denominations, according to a Bureau spokesman. The cooperation of local stations and networks is being solicited. Bureau will use the facilities of the Evangelical Lutheran Synod's St. Louis station, KFUO, and Mutual's *Lutheran Hour*, sponsored by Lutheran Layman's League, with which the bureau is affiliated.

XUM

A TIME SAVER FOR *Busy* TIME BUYERS!

The new WLW FAXFILE

WLW Nighttime Audience
WLW Daytime MAIL MAP
WLW Early Evening MAIL MAP
WLW Early Morning MAIL MAP
WLW Daytime MAIL MAP
HOW DEEP IS DAYTIME?
The WLW Faxfile is planned as a comprehensive collection of information on The Nation's Station. From time to time, additional factual material will be released. As it arrives, please see that it reaches this folder in order that your file will be current and complete. If you fail to find information on any listed subjects, please call the nearest WLW Sales Office, or WLW, Cincinnati.
NEW YORK CITY
CHICAGO
SAN FRANCISCO
CINCINNATI
Audience Studies
Cost Allocation Supplement
Distribution Data
Maps & Market Data
Merchandising & Trade Extension
News and Programs
Rates and Comparative Costs per thousand
WLW Test Markets
WLW

Account Executives and Time Buyers have said they want it . . . Advertising Managers have asked for it. So here it is—the new WLW Faxfile, a comprehensive collection of information on the Nation's Station in convenient file size.

The initial release, just now going out, contains a complete set of mail maps including "How Deep is Daytime?" our new daytime mail map. Included also are Hooper Indeces for Morning, Afternoon, and Night. Very soon a complete reprint of WLW Listening Area Ratings for Mid-Winter, 1943, as reported by C. E. Hooper, Inc., will be released. And many other things are planned—all to fit the Faxfile.

We designed the Faxfile to save your valuable time—to give you the complete, current story of WLW's dominance and coverage in one handy form for split-second reference. We hope you will have occasion to use it often.

If for some reason or other you failed to receive your copy of the WLW Faxfile, please let us know. Write WLW, Crosley Square, 140 West Ninth Street, Cincinnati 2, Ohio. We'll dispatch your copy of the Faxfile P. D. Q.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**